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Business Planning Brings 1933 Upturn

Continued Progress During 1934 Seems Inevitable as

Business and Government Co-operate

by S. L. Mayham

THE business community has entered the New Year materially and mentally in far better condition than it began the year just past. There is no doubt that industry and trade have progressed in the last twelve months. Virtually every business indicator of any value shows that the trough of the depression has been passed and that a definite upward swing has started.

Probably of even greater importance and value from the viewpoint toward the future has been the renewal of confidence and the lessening of fear and foreboding. Business men are again lifting their faces toward the light of coming prosperity after a long period of hiding beneath a pall of helplessness.

Much remains to be done before American industry and commerce reach the heights which the cartoonist so often labels

"Prosperity". It is certain that there will be set-backs, discouragements and disappointments. But it is just as certain that, with the present spirit of confidence and

the bold leadership which both Government and industry are displaying, progress toward the goal will be more rapid than many believe.

Intimately tied up with any survey of business during 1933 must be the activities of the Government in endeavoring to promote trade and to organize a sound basis upon which business can build. There has never been a year when such close co-operation has existed between Government and business to the advantage of both. There has been more "government in business" and there has been at the same time more "business in government" and the results seem to bespeak the fallacy of the old slogan with respect to this.



Cartoon by courtesy of "The New York Times"

Of utmost importance in the continuation of this progress is sound public finance. It is gratifying that the so-called "ordinary budget", that is, the expenditure for normal governmental functions, is in balance. This has already resulted in the maintenance of excellent Government credit despite huge emergency appropriations for relief and other purposes. Every attempt at governmental financing or re-financing during the last few months has been substantially oversubscribed.

There remains the question of the extraordinary expenditures which the Government has made in the form of various sorts of relief work. Part of these expenditures should be returned in the form of interest on loans. Others cannot come back in that way since they are direct expenditures for public and emergency work of various kinds. It has long been the practice in New York state to finance permanent public works by long term obligations. Naturally such a method adds to the public debt and to the charges incident to such debt. Many believe that this method is sound in principle while others disagree and urge the "pay as you go" method. Certain it is, however, that even the most urgent and necessary relief measures of 1933 could not possibly have been currently financed. The increase in the public debt incident to these expenditures has been considerable; but it has not yet reached proportions which should cause any very grave concern, and it is hoped that long before the danger point is reached, the necessity for these extraordinary expenditures will have ceased.

Taxation

It is good news to the business community that chairman Harrison of the Senate Finance Committee has publicly stated that no additional burden of taxation is contemplated during the present session of Congress. The curtailment of the Federal budget for ordinary expenditures together with the sums available from revenues on beer and liquors will, it is believed, be sufficient to balance the budget without recourse to heavier taxation. Undoubtedly efforts will be made to plug the leaks in the present income and inheritance tax laws so that in many cases these taxes will not be so readily avoided as in the past.

It may be said, however, that aside from the emergency taxes which have already been repealed by Presidential proclamation, there seems to be little hope of lower taxes in any quarter. Hence, manufacturers of toilet goods should not be too optimistic regarding chances of a repeal of the specific taxes levied against their industry.

Credit for Industry

The problem of adequate credit for industry and commerce remains one of the most difficult of any to be faced during the coming year. It has been complicated, since the subject was reviewed in these pages last January, by the closing of the banks, many of which have not yet resumed operations and some of which, in all probability, never will resume. Progress is being made slowly in this difficult matter and not too much is to be hoped for from this source. At the same time, regular sources of commercial credit are failing to operate, partly on account of a lingering fear in the minds

of bankers and partly, it is felt in some quarters, through a desire to embarrass efforts to reorganize and modernize the banking system.

An additional brake upon the flow of credit into industry has resulted from the operation of the Securities Act. Originally conceived as a measure for the protection of investors, the act in operation has been found so stringent in its provisions that the flotation of securities under it is almost impossible. Pressure for modifications, especially of the personal liability clauses will undoubtedly be felt during this session of Congress.

The Reconstruction Finance Corporation has continued its excellent work. It is felt in some quarters that its activities should be broadened to include direct loans to industry, now that the primary functions have become little more than routine matters. It seems probable that the Corporation *will* be reorganized along somewhat more liberal lines with certain of its present powers transferred to other bodies, now capable of coping with them.

There is a decided demand on the part of many that the entire banking system of the country be reorganized. The revelations of the Senate hearings in the matter of two very large New York institutions have done the bankers no good in their campaign for continued operation along familiar lines. How much and what sort of reorganization will take place depends principally upon the President, himself, since his hold upon Congress has apparently been little weakened since the last session.

One form which such legislation may well take is the extension of branch banking with consequent elimination of small State banks whose resources are inadequate to withstand the shock of a business depression. Opposition to this will be keen in some quarters, but it will have the support of a large section of competent opinion.

The National Industrial Recovery Act has placed a considerable burden upon small industries in the matter of payrolls and other costs of production. There is little doubt that relief must be extended. Some form of Government aid to these interests will have to be worked out, either in the form of direct loans or a loosening of bank credits on their behalf.

The Currency Problem

Doubtless an entire article instead of merely a brief section of this survey should be devoted to the currency question alone. However, only certain salient facts and theories can be treated here.

The United States departed from the gold standard in the Spring. This action, taken in an effort to bring the dollar into truer relationship with foreign currencies also off the gold standard, left Germany, France and Holland the only important commercial nations remaining on gold. It must be remembered in this connection as well that while France remains on the gold standard, her currency has actually been devalued to approximately one-fifth of its former value. Or, in other words, the gold ounce has been set at a level in francs four times that under which French currency formerly operated.

Congress gave the President authority to revalue the gold ounce up to double its old statutory value of \$20.67. This was forecast a year ago in these columns as the most probable currency action to be taken. The President has not taken advantage of this authority in

full but he has taken certain steps which are of great significance. Acting on the theory, advanced by certain economists, that there is a definite relationship between the price of commodities and the price of gold, he has entered upon a gold purchase program with the announced aim of raising commodity prices by advancing the price of gold and thereby in effect reducing the gold content of the dollar. This has been done with extreme caution and conservatism and under the attack of so-called "orthodox" economists who have voiced both theoretical and practical objections.

Undoubtedly there is a relationship between the gold value of currency and the price of other commodities. It is not, however, as close as some of the President's advisers have construed it to be. In the long run a currency depreciated in gold becomes depreciated with relation to other commodities as well, but the action is not immediate and proportional. Too many other factors can enter into the equation.

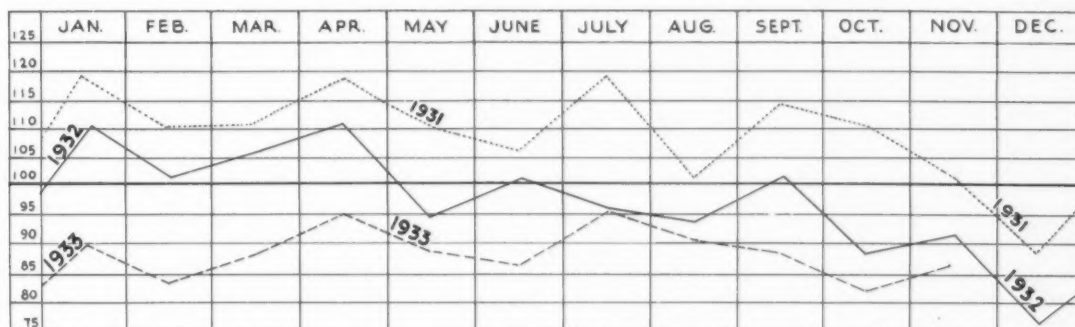
There is little doubt that the President is well aware of the fact that a rise in prices will not immediately follow an advance in gold quotations. It is but one of several steps which will be adopted successively to re-

turn prices to the 1926 level, as the President has announced his intention of doing. A second has been the silver purchase plan, recently adopted and now in operation.

Back of all these there seems to be an object which for some reason has completely escaped the attention of commentators on the currency question. This is the building up of a gold and silver reserve as a base for currency, of such size and importance, that a return to the metallic standard could be accomplished with the dollar pegged at any level which the Administration might find desirable. For example, if the gold ounce were revalued at double the present statutory limits and the silver purchase plan continued for a year, there would be a bi-metallic reserve available as a currency basis of about \$10,000,000,000. Against this, using the 40 per cent basis, \$25,000,000,000 could safely be issued, if such issue seemed desirable. It is difficult to see how Great Britain, against whom the policy seems to be directed, could withstand an attack under such conditions.

In addition, it has not been pointed out by commentators that the power to issue such an amount of

Toilet Goods Sales in Department Stores Graphically Shown



The accompanying chart is a graphic presentation of statistics of sales of toilet preparations in department stores during the last three years. The statistics are gathered by Federal Reserve Banks in five of the twelve Federal Reserve Districts and cover all sections of the country excepting the South. The districts embraced are those served by the banks in Boston, New York, Cleveland, Chicago and San Francisco, the only banks which collect these figures.

The lines on the chart show how combined sales in the five districts each month of the three years compare with sales in the corresponding month of 1928. To each month in 1928 was assigned an arbitrary value of 100. Accordingly the points reached represent percentages

of toilet goods sales in 1928.

It will be noted that while sales have declined each year, it was not until the middle of 1932 that business dropped to points consistently below the 1928 level. Prior to that time, it had been materially higher than 1928. Figures for December sales in 1933 are not yet available, but preliminary estimates indicate that sales during that month were materially higher than in December, 1932, and may have exceeded those in 1931.

As a basis of comparison between toilet goods and the general run of department store merchandise, it may be stated that during 1931, sales of all departments in the reporting stores averaged 81.17 per cent of 1928; in 1932, 64.04 per cent of 1928, and in 1933 as a

whole 62.41 per cent of 1928. Sales during the period from April to November, inclusive, of 1933 averaged 66 per cent of 1928, showing a consistent improvement in business during the latter part of the year.

The toilet goods figures are especially significant when compared with this showing. Averages for three years for all departments and for toilet goods alone, show that the latter have been far ahead of general sales throughout the period. The comparison is as follows:

	All Departments	Toilet Preparations
1931	81.17	109.29
1932	64.04	97.93
1933 (11 months)	62.41	88.49

currency on a strictly metallic basis could be used in many ways, one of which might be a severe reduction in the public debt with consequent decrease in carrying charges and relief from other burdens. The President may have no such ideas in mind, but they are undoubtedly possibilities which have not been overlooked in his calculations. His recent call for the return of all gold reserves seems to indicate that such a step is contemplated.

It is hardly likely that an immediate return to the metallic standard is contemplated, certainly not to a metal-redemption standard. Nor does it seem likely that stabilization of the dollar against foreign exchanges will be undertaken until prices have reached a level, satisfactory alike to the President and to industry.

(NOTE: Since the above was written the President's currency message of January 15 has largely confirmed the forecast. It has lent added confidence by limiting inflationary possibilities thus enabling business men to proceed with their commitments with greater confidence—ED.)

There remains the question of bank check or bank credit currency. The belief is growing in even conservative circles that some sort of control, other than the whims and desires of the bankers, must be exercised over this vitally important kind of money. Work is being done on this question and some proposals regarding it are almost certain to come from Washington during the Winter.

Inter-Governmental Debts

A year ago the question of inter-governmental debts was an acute one. It is still important but defaults and token payments have largely altered its crucial character. With the aims of all Administrations at present frankly nationalistic, the question is quite different than it might have been under other conditions.

One repercussion of the defaults, which may have some commercial significance, however, is likely to arise in Congress during the present session. Undoubtedly there will be agitation for the exclusion of goods of defaulting nations from the country by means of embargoes or very high tariffs on such goods. Already some sections of the press are campaigning for such action. However, if it takes place at all in other than conversation and oratory, it seems unlikely that it will go beyond an authorization by Congress to the President to apply such duties or embargoes in his discretion.

Already action along these lines has been initiated by Senator Hiram Johnson of California, whose bill, passed by the Senate, would forbid loans by the United States or its Nationals to countries in default of their obligations to this Government. Only the intervention of the President, apparently, prevented the imposition of extremely high rates of duty on liquors and wines imported from defaulting nations. These may well be followed by further action along the same lines although a Presidential debt message, promised for later in the session, may ease the situation.

Industry's Position

The position of industry has been materially improved during 1933. In spite of the fact that costs have been advanced on raw materials, that labor charges are higher due to the N.R.A., and that costs of selling have not

been reduced, there has been a very definite and steady improvement in the demand for goods, and prices of industry's increased output are moving toward a more satisfactory position.

Probably the most important feature in industrial progress during the year has been the placing of virtually all important industries under codes of fair competition. Through the operation of these codes, unfair and uneconomic practices, against which progressive industrialists have struggled for years, have been wiped out at once. Child labor, the sweat shop, the evils of the home work system and many other bad practices have been abolished by the codes. These reforms have, of course, raised costs, but it is generally conceded that their accomplishment more than compensates for any disadvantages incident to it.

Government in Business

For more years than we can remember there has been a cry for "less government in business". During the crucial period of last Spring, however, it was not surprising to see the business community rush to Washington with the plea "Save us lest we perish!" The result was that government stepped into the picture in a way not heretofore contemplated in the American economic system. By a series of measures advanced by the President and rapidly enacted by the Congress, there came into being several organizations designed to bring order out of chaos and to set business on the way to profit again.

So much has been written and said about the N.R.A. and the A.A.A., that it is hardly necessary to review the organization and the accomplishments of these two administrations. Mistakes have been made in the working of both, as, of course, might have been expected; but the general results of both have been favorable for both business and agriculture. Most of the errors were due to haste and zeal, and in every case those in charge have shown a commendable desire to rectify them promptly. The broad gain in sales at retail, shown by department store statistics in the cities, and mail order sales in the rural districts, afford evidence that buying power has been increased through these agencies, and that much of their object of stimulating retail purchasing power has been accomplished.

Since business has been improved, the old cry anent government in business is again heard. Plans for turning the N.R.A. over bodily to big business to be administered have made their appearance. Complete abolition of N.R.A. and A.A.A. have been urged by a few ultra-conservative individuals and anti-Administration newspapers. Neither of these proposals seems likely to succeed. Certainly there is little chance that the latter will prevail or even enlist any substantial support.

Regarding the former, it may be said that the National Industrial Recovery Act relaxed the anti-trust laws under certain safeguards provided by government participation and semi-control of industry. It is unlikely that Congress would permit this relaxation to continue unless such safeguards were also continued. N.R.A. will doubtless become an instrument for industrial self-government, but along with government by business it is highly probable that labor and consumer, and perhaps governmental, checks upon its operation will be continued. Failing these, many believe the anti-trust laws would have to be revived.

The agricultural problem under the A.A.A. has not moved toward solution as rapidly as has that of industry under the N.R.A. To begin with it was more difficult and complicated. In addition, emphasis at the outset was placed principally upon industry so that the A.A.A. lagged behind. Progress has been made toward rectifying the adverse differential between farm and industrial prices, however, and the lot of the farmer is far better than it was a year ago. Sales in rural districts show that his purchasing power has been stimulated and that when he has money, he will buy goods in volume.

Labor

The position of labor has been materially improved during the last year. In fact, conservatives indicate in their arguments a belief that the advantages to labor from governmental activities, whose object has been to assist business, have been too great. On the other hand, labor leaders complain bitterly that their rights are not adequately safeguarded and that capital has secured the bulk of the advantages accruing from this governmental activity. Somewhere between these two views the correct position will be found.

Undoubtedly, the N.R.A. has operated to the great benefit of labor and especially of organized labor. Higher wages, shorter hours, improved working conditions have all been prominent features of its operations. It seems unfortunate, then, that leaders of labor have complicated the already difficult problem by strikes and agitation at a time when co-operation would seem to be the better course.

Transportation

A start has been made on the reorganization of railway transportation systems, but the progress made thus far has been discouraging to many. Earnings of the systems are better owing to the upturn in business, but much in the way of reorganization and consolidation remains to be done if the roads are to be placed on a permanently paying basis. It is gratifying to note that a start has been made in the direction of better, lighter and faster equipment to take advantage of the tremendous value of railroad rights of way. The new streamline train, soon to be in operation in the West is merely the forerunner of similar enterprises which may revolutionize rail travel and transportation in the country.

Distribution

The costs of distribution are still too high, and thus far little has been done to bring them into line with other features of the industrial system. The milk situation has been attacked, but little real progress seems to have been made. Codes have taken care of a few minor wastes in the industrial distributive system but have barely scratched the surface of the real problem. Undoubtedly more of the consumer's dollar should go for the merchandise itself and less for wasteful and frequently valueless charges between producer and consumer.

One economist, in fact, has advanced the ingenious theory that the entire difficulty with our economic system is contained in the term "mark-up", and that

present advances in selling price over costs of production are ruinous and are responsible for the terrific debt structure under which individuals and industry are struggling.

Foreign Trade

Foreign trade has sunk to low levels and while some recovery has been evident during the last few months, not much real effort had been made until very recently to stimulate this feature of business. The Administration has turned its entire attention and resources to the accomplishment of domestic recovery and re-organization.

However, a bright spot in this picture is the recent Pan-American conference at Montevideo at which very definite and constructive progress was made in the improvement of Pan-American relationships. While little was actually accomplished at this meeting to bring down the trade barriers existing in the Western Hemisphere, yet the seed was sown from which the plant of improved business relations seems bound to grow.

What of 1934?

Last year at this time, we listed a number of proposals which seemed certain of consideration and action during 1933. Reviewing that article as we prepare this one, we are gratified to find that most of these proposals have been taken up and acted upon. What then should industry expect for the coming year? Without pretension to foresight we list the following as possible subjects for consideration:

1. An expanded currency, stabilized on a sound metallic base.
2. Improvement in credit facilities for the small business enterprise and possibly for the consumer.
3. Reformation and possible reconstruction of the banking system along sound and progressive lines.
4. Restoration, at least in part, of the parity between farm and industrial prices which brought National prosperity in the past.
5. Continuation of the N.R.A. and similar governmental activities, modified so as to cope with current problems.
6. Continued progress toward the goal of more equitable participation of labor in the profits of industry.
7. A steady improvement in the relationship between capital and labor.
8. Sufficient expenditures for relief and public and civil works to avoid hardship and suffering by unfortunate members of the community.
9. Progress toward the re-organization of local governmental units with consequent reduction in their costs.
10. Closer political and commercial relationships with our neighbors on this continent and in South America.

This is an ambitious program, but it is not too much to believe that a goodly share of it will be brought to fruition during 1934. If even a part of it is accomplished, we shall be able at the end of the year to look back upon our efforts with much satisfaction.

Trade Leaders See Business Gain

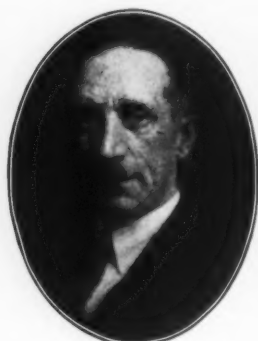
*Officials of Trade Associations in Toilet Preparations
and Allied Fields Anticipate Continued
Improvement During 1934*

IN an effort to make a representative survey of opinion in the toilet preparations and allied industries regarding business in 1933 and the prospects for these industries during the coming year, letters were sent to officials of a number of trade associations whose activities are closely linked to the field of toilet preparations. No suggestions were made in the letters regarding the possible content of the replies, and it was left to the discretion of each association head to bring forward any facts which seemed to him to be of interest. The result of this questionnaire has been a series of letters of more than usual interest. The letters in full follow:

the code of the industry and is also backed by adequate enforcement, time will show, I believe, that the association has been of great service to the industry as a whole.

We look forward to a year of considerably improved conditions and undoubtedly the acceptance of this code will enable all to take better advantage of them.

No doubt the highly controversial nature of the activities the association has been forced to undertake has led some to withhold their support this year. It should be borne in mind, however, that the Associated Manufacturers of Toilet Articles association has to carry the



CECIL SMITH



RALPH H. ARONSON



ROSCOE C. EDLUND



B. H. SMITH

Associated Manufacturers of Toilet Articles

CECIL SMITH, *president*: The new principle of self-regulation of industry by means of codes semi-regulated or semi-inspired by government which was introduced with the passage of the N.R.A. has thrown an immense burden of responsibility on representative trade associations.

The forty-year-old Associated Manufacturers of Toilet Articles association has been, perhaps, in a better position than the new embryonic trade associations which have sprung up in so many industries since the passage of the N.R.A. The association was enabled, therefore, to prepare a code which embodies the principles of fair dealing among members of the industry and to the trade and to the public, and a liberal wage scale to its employees.

No part of any code is likely to have 100 per cent acceptance by all the interests affected, but the toilet goods industries' code does at least represent the desires and judgments of a very considerable majority of the interests. It is not the work of any one individual, but has resulted from suggestions, criticisms and numerous meetings, not only of manufacturers, but retailers and wholesalers as well, at the association's office and elsewhere over a very long period of time. If it becomes

burden of many other duties for the welfare of the industry. The vexatious "Tugwell Bill," on which much work has been done, will necessarily be followed by similar legislation in forty-eight State legislatures. The regulation of alcohol usage, the imposition of sales taxes are some of the other matters also requiring unceasing vigilance, and the association can only function in these and other ways if it is adequately supported by all manufacturers.

Association of American Soap and Glycerine Producers

ROSCOE C. EDLUND, *general manager*: In the soap industry, the general impression seems to be that the volume slumped in the last quarter of 1933 along with declining prices, but that an improved volume can be expected during the first quarter of 1934.

Perfumery & Cosmetic Institute

RALPH H. ARONSON: There is no doubt that conditions in the business world have greatly improved during the past few months, and with the contemplated expenditures of the Government which will cause still

more re-employment and the purchasing of materials and supplies as well as necessities and luxuries, 1934 is bound to be a far better year than 1933.

I do not believe that there will be any tremendous splurge such as we had before the depression, but unquestionably the curve has turned upward for the better, and from now on constant progress will be made throughout the country.

Flavoring Extract Manufacturers' Association

B. H. SMITH, *president*: The Flavoring Extract Manufacturers' Association has experienced a very considerable increase in membership because of the interest of the manufacturer in the code which has been pending since last July.

The discussion in the master flavor code as to the use of free goods, premiums and deals has had a tendency to curtail the use of these schemes of sales promotion.

Many of the provisions of the "Tugwell" food bills are looked upon with apprehension by the industry, particularly those changing the jurisprudence of food

the next few weeks, we, all of us, feel that we face far better business conditions in 1934 than has been the case for the last three years.

Because of this sense of confidence we consider we will have a good business year in 1934 and, with meritorious products to offer to the customer, we will be able to make high sales records.

Drug Institute of America

WHEELER SAMMONS, *managing director*: These are outstanding problems the drug industry must solve in 1934: The N.R.A. must be constantly impressed with the importance of setting up under the retail code a practicable definition of cost and a fair allowance for store wages. Once codes are promulgated for all branches of the industry the N.R.A. must be urged to establish some sort of all-industry set-up and to extend to it real powers for industrial self-government. The destructive practices which have demoralized the industry recently must be curbed both under the codes and by individual action within the industry.



PETER DOUGAN



WHEELER SAMMONS



M. L. POWELL



H. D. FAXON

law enforcement from courts to the Secretary of Agriculture.

A study made during the year by our research committee on the comparative value of imported citrus oils and those of domestic origin, indicated that for certain purposes the latter may even be superior to the imported products.

In a review of present day costs prepared by our costs committee some months ago, there appeared wide fluctuations on certain items in these figures of different companies.

There has been much destructive price cutting competition during the year and the present proposed increase in the tax on alcohol necessitating a refiguring of all basic costs should emphasize to all manufacturers the necessity of carefully studying their production and merchandising costs.

National Association of Insecticide and Disinfectant Manufacturers, Inc.

PETER DOUGAN, *president*: I think I express the views of each and every member of our association, that with the correction of business ills and evil trade practices to be accomplished by the signing of our code of fair competition, which we hope will be accomplished within

If these problems are successfully met, 1934 will prove a profitable year for all branches of the industry. If they are not met, several branches of the industry will continue to totter, the small units will suffer decimation, the larger units will wax stronger, and, although the total volume of sales handled by the industry will be considerably higher than in 1933, the foundation of the industry will be even weaker than in 1933.

Which is but another way of saying that 1934 will mark a turning point in the drug industry, just as it will in many other industries. The adjustment will be made before next New Year's to the changed viewpoint, which is to prevail toward business for many years.

These years ahead under this viewpoint will call for subordination of individual interests when necessary for the well-being of the entire social structure. Adjustment to this new situation, enforced by governmental supervision, will shape the industry for many years and will be largely completed in 1934.

If the adjustment is allowed by the industry to crystallize trends toward disorganization, rather than to correct them, the end results will be of one sort; while if this opportunity, which is offered to redirect these trends constructively, is taken advantage of, the end results will naturally be entirely different.

National Wholesale Druggists' Association

H. D. FAXON, *president*: Prospects are better in the wholesale drug trade than at any time during my forty years in the trade. I write this, having due regard for the chaotic condition presently existing and the unsatisfactory year which has just closed.

With the business of this nation groping to fit itself to a pattern, the design of which continually changes; with the dollar fluctuating; with the new Congress in session; with new ideals being urged by our President—anything may happen.

The certainties, however, are these—the wholesale drug business, during recent months, has shown a decided up-turn; members of our association are a unit in their desires and efforts for stabilization, and are willing to make sacrifices to bring about such a condition. Certain it is also that the membership is solidly behind the selective distribution of merchandise, and that manufacturers are rapidly turning to that method of distributing their products.

We have a right to hope that out of all the pressure

Government or made by the industry in co-operation with the Government, all caused prices to rise somewhat and acted as a signal for possible still higher selling prices.

These factors stimulated purchasing on the part of the manufacturers in order to replenish stocks and while some of such purchasing may have been speculative I have confidence in the future and expect that the year 1934 will march ahead with a better turnover and at more satisfactory prices than the industry has seen for several years.

Glass Container Association

W. H. McCLURE, *president*: I have long since gotten out of the habit of attempting anything in the way of a prophecy. So many alleged authorities have been caught up on their prophecies that I have no desire to try anything along that line. For all of us the future is more or less in the lap of the gods. But, judging the immediate future by the past, I should say that affairs in general have a favorable outlook.

The glass container industry will have closed a very



H. G. WEICKER



W. H. McCLURE



J. E. VALENTINE



S. M. RUMBOUGH

and arguments finding expression in the administrative offices of the NRA at Washington will come practical, beneficial improvements and stability, for which the N. W. D. A. has been working for years and for which the Drug Institute of America was formed.

The National Association of Retail Druggists

MONTE L. POWELL, *president*: I appreciate the opportunity which you offered to our association and your spirit of cooperation.

The thought has been in my mind for some time that the manufacturers of this country could do a great deal of good for their retail trade by stressing advertising as to the quality of their merchandise instead of emphasizing price appeal.

The Essential Oil Association of U. S. A.

HERMAN G. WEICKER, *president*: The past year has been a better one for our industry than the year preceding. The trades consuming our products were at the end of 1932 practically without stocks and buyers were waiting for still lower prices than then existed.

Smaller crops, however, of many products, the devaluation of the dollar, the changes ordered by the

good year when the record for 1933 shall have been written. And as an industry it seems to be doing as well, under conditions as they exist, as could be reasonably expected.

Personally, I look forward to the future with hope. We still have our country and our people, and some way, some how, present difficulties are going to be solved.

Powder Puff Manufacturers Association, Inc.

J. E. VALENTINE, *president*: The year 1933 began with rather chaotic conditions in the powder puff industry, but closed with better feeling all around and high hopes for 1934, due principally to a code of fair competition about to be placed in effect. Through this code working conditions will be improved with resultant improvement in product. Prices will be somewhat higher as a result of wage increases, as the wage scale was in many cases unbelievably low. A further increase in cost will show, however, as a result of the upward movement in the textile markets, textiles accounting for the greater portion of the prime cost of puffs. We believe, however, that in spite of these necessary advances, the consumer, retailer, and perfumer will be better satisfied through improved quality and attractiveness in the product.

Collapsible Tube Manufacturers Association, Inc.

STANLEY M. RUMBROUGH, *president*: The spirit of live and let live which has been accepted by the collapsible tube manufacturers as a whole has already shown many beneficial results, and cannot help but put the industry on a much more healthy basis. Due to practically no stocks of any moment in the warehouses of our customers and the gradual betterment of conditions in general, I look forward to a happy and prosperous 1934.

Synthetic Organic Chemical Manufacturers Association

AUGUST MERZ, *president*: All branches of the synthetic organic chemical industry feel that business in 1934 will be at least as good as 1933. The past year was such a distinct improvement over 1932 that this feeling is at least mildly optimistic.



AUGUST MERZ



H. P. BECKETT



DUDLEY F. LUM



M. G. DE NAVARRE

Most of our consuming industries are apparently maintaining a fair portion of the improvement which they experienced in their respective fields since March, 1933.

Naturally there is much uncertainty as to the temporary and the permanent effects of the "New Deal" on market conditions. Until that perplexity is removed and until the dollar has reached its level of stabilization, we cannot expect much optimism.

Once confidence is restored we should experience much better business.

National Paper Box Manufacturers Association

HOWARD P. BECKETT, *commissioner*: The paper box manufacturer and the cosmetic manufacturer have an ancient heritage. Excavations throughout the world divulge the fact that the recognition of esthetic values took place with the budding of civilization. To beautify the person and increase attractiveness is instinctive. The production of those things which added to personal attractiveness called for skilled technique, and he who could enhance personal attractiveness was eagerly sought.

Where in earlier times the possession of beautifying

unguents and scents was available to the aristocratic few, modern methods of manufacture and distribution make available the rarest cosmetics and perfumes to the many.

The paper box manufacturer also has a heritage of the past, for the coffer and box afforded almost the earliest mediums of artistic expression. Whereas Benvenuto Cellini wrought and embellished caskets of precious metals and gems, the modern box manufacturer has available thousands of materials which can be cleverly combined to create equally artistic containers for the display and enrichment of the products contained.

The development of the present cosmetic market has been through the joint efforts of the cosmetic manufacturer and the package producer in developing packages of high appeal which reflect the inherent values of the product.

I am convinced that the cosmetic industry should enjoy specially good business in 1934. With the increase in employment and larger distribution of earning power, thousands of women who have scrimped on

personal expenditure again will be potential purchasers.

The cosmetic manufacturer is engaged in a competitive fight to secure his share of this new spending power. Old lines may reflect their out-of-dateness by the package. Therefore, the live manufacturer and distributor will give more and more thought to the attractive package of his product. Those in the set-up paper box industry specializing in the cosmetic field are ready to serve. Their art departments await opportunity to produce masterpieces in merchandising, masterpieces available in quantity and at costs consistent with wide distribution.

Chicago Perfumery, Soap & Extract Association

DUDLEY F. LUM, *president*: The members of the Chicago Perfumery, Soap & Extract Association with their respective companies, and quite generally industry in the Middle West, enjoyed substantially better business in 1933 than was true of the previous year. Increase in sales was first recorded beginning May, 1933, and consistently continuing through the following months of the year. A steady advance in bank deposits is being shown in the Chicago area as revealed by the report of the State Auditor and the Comptroller

of the Currency as of December 30, 1933. The volume of Federal Government spending now planned is certain to have a tremendously powerful effect—for "a dollar is a dollar no matter who spends it." Considering such fundamentals, I cannot but feel very confident 1934 will show steadily increasing activity and sales volume for all industry.

Packaging Machinery Manufacturers Institute

H. H. LEONARD, *president*: We feel that the organization of our institute marks a distinct forward step for the industry. We are approaching a period where problems will be settled by cooperative effort, and the closer relationship among manufacturers in the industry which has been brought about by their becoming better acquainted with each other will be very helpful in avoiding many of the misunderstandings which have taken place in the past and will put the industry on a sounder basis.

All of the members of the industry are now working under codes which have established standard working conditions, and this will undoubtedly result in more thought being given to the improvement of the various types of packaging equipment, and we believe that the immediate future will show some very important steps in this direction.

Michigan Cosmetic and Extract Association

MAISON G. DE NAVARRE, *president*: At this time each year our minds revert thankfully to the year just passed and hopefully to the one ahead. Those good wishes and great hopes for the new year do a lot toward giving us the right start.

In the last six months of 1933 business showed a definite improvement. Manufacturers in this area who do a national business have noticed a greater gain than those doing a local business. The Michigan bank tangle practically paralyzed small manufacturers, and for a time there was practically no local business. With the development of the "New Deal" methods, business seems to be coming back. Christmas sales were up about 18 per cent over last year throughout the city. Local manufacturers who usually expect a lull in January are very busy. The C.W.A. is doing a lot of good.

We believe that we have in the Michigan association men who are alert to the benefit of unified effort and that through co-operation we can make 1934 the best year ever since 1929, with each succeeding year showing progressing improvement.

California Cosmetic Association

CLYDE BALSLEY, *president*: The California Cosmetic Association has just closed its third year. The proposed codes for the cosmetic industry have shown many manufacturers in our state the need for such an organization as ours and our membership has greatly increased in the past year. California is looking forward to a prosperous new year.

The California Fair Trade Act has resulted in some stabilization of prices and, although now in the courts, we feel certain that it will be upheld. The "loss leader" question, in so far as the cosmetic industry is concerned, will then be forever overcome.

Our membership generally reports a steady volume, although the trend has been to those cosmetics that women today consider necessities. With the help of the National Code, about to be placed in force, California, which has been a hot bed of cut-prices, should see in 1934, a return to ethical business standards.

New York Board of Trade, Inc.

RAY C. SCHLOTTERER, *secretary*: Twelve months ago business generally was suffering with a bad headache and a rising temperature—fretful of the coming year.

The headache had reached a dangerous temperature before the change of administrations, the patient having all the symptoms of a very sick man; this was evidenced by the collapse of confidence in the credit system resulting in the banking crisis. Since that time events have occurred in such rapid sequence, that the people are breathless, staggering from the broad, sweeping effects of the new legislation, and aroused in interpreting its provisions and possibilities, but filled, however, with a new spirit of hopefulness.

The N.I.R.A., aimed to reduce unemployment through maximum hours and minimum pay, was the first emergency measure, with broad social effects in the background. It has given industry a new spirit of cooperation, to solve its problems through a partnership with government. The Securities Act, and the guaranteeing of bank deposits, has resulted in a new confidence in our banking and credit structure. Business can only progress, money will be invested, and industrial machinery revolve through optimism, confidence, and a spirit to pioneer on the part of the people.

Three problems face us in the future: (1) The question of trade relations with the nations abroad; (2) Ill considered laws passed as emergency measures, whose features are government control of industry rather than industrial self-regulation; and (3) Budgetary and fiscal matters.

The ten billion dollar budget which has been offered by the President, including 6½ billion dollars for emergency purposes, must have the attention of all thoughtful citizens. How is this going to be allocated, and how is this to be paid? We are virtually borrowing our way out of the depression. Groups of citizens believe that this can be refunded by the devaluation of the dollar; the coinage of silver, 16 to 1, reducing the gold content of the dollar, or by issuing paper money.

These three problems demand the study and attention of the American people during the coming year, and their solution will affect vitally the future course of the history of our nation.

Coming Conventions

Associated Chain Drug Stores, Waldorf-Astoria hotel, New York City, February 12 and 13, 1934.

Affiliated Chain Drug stores, Waldorf-Astoria hotel, New York City, February 12 and 13, 1934.

Annual Drug Trade Dinner, Waldorf-Astoria, New York City, March 8, 1934.

Fourth Packaging Exposition, Hotel Astor, New York City, March 13 to 16, 1934.

Mid-West Beauty Trade Show, Sherman hotel, Chicago, April 2 to 4, 1934.

Glass Makers Anticipate Your Needs

Constant Search for Better Designs and Improved

Bottles and Jars Aids Cosmetic Makers

by Georgia A. Freeman

WITH the desire for closer cooperation between the toilet goods manufacturer and the materials or package manufacturer, this month glass containers are up for consideration. A brief review of some of the outstanding points which are far too frequently overlooked by the toilet goods manufacturer when ordering glass containers should be made. Every step of the way, every decision made, whether consciously or unconsciously, either *is or should be* aimed to please the consumer. When she hesitates in her decision to buy, the success or failure of these two large groups of manufacturers hangs in the balance. Theoretically we are all interested in her point of view but sometimes we are so sure of our own opinions that we fail to listen for her's. Sometimes her opinions are best reflected from the materials manufacturers' book of experience; as for instance:

Service of the Glass Maker

A small manufacturer has had a few unsuccessful items on the market but is optimistically sure that his next idea is going to "go big"! Maybe it will and maybe it won't . . . he has done nothing to investigate the actual chances of its success. Instead he goes to a glass manufacturer and pointing to a recent package on the market says he wants to duplicate it for his product. That glass manufacturer has the experience of hundreds of clients to draw on and curiously enough he happened to be the one who supplied the package about to be duplicated. Mr. Glassmaker was necessarily forced to speak guardedly but he reminded the duplication-intent gentleman that the original package had only been on the market a few months, hardly long enough to prove its success and wouldn't it be better to use some other type container, and he'd be glad to recommend one. Oh no—the gentleman with the duplicating tendencies grew suspicious that the glass maker wasn't giving him good service simply because he hadn't "yessed" him. The glass maker couldn't explain further without discussing the affairs of his other customer and breach of confidence is as unethical in this industry as it is when doctors talk over one patient with another—and maybe more so. But the truth of the matter was that the original package, while attractive enough in appearance, had been found inadequate as a container for that particular product and was even then undergoing some improvements. Obviously the glass maker's advice to Mr. Duplicator wasn't appreciated and it was mighty sound advice! The materials manufacturer wants primarily to sell his own merchandise and to sell it again and again, but if he sells it unwisely he can't look for repeat business.

Whether a toilet goods manufacturer's requirements are for stock containers or private moulds it is advisable

for him to first consult with the bottle manufacturer (or several of them) stating definitely the points about his new product which govern the selection of the container. The type product it is to be; if a cream, dry or oily; if a liquid, oily or volatile, all its outstanding characteristics (and don't worry about giving away secret formulas—real secrets keep themselves and the other kind can always be found out!).

The water content and the oil content are sometimes very important. How large a quantity of the product will constitute a unit package? What class of consumer does he intend to reach and what will be the retail price of the product? Often the product dictates the type of closure. A thread cap may be essential on one product and a lugg cap might do very well for another. The liner to be used is vital and this, too, is best determined by the product and its ingredients.

Next he must consider his own factory equipment. Is he selecting a package which will necessitate new equipment or can he absorb the handling, filling and packing by his present methods. If new machinery is necessary will the sale of the item or items warrant the expense of additional equipment? If so, well and good, but if not, he must consider adopting a container and closure which can be handled efficiently by his present methods. Some closures for instance must be put on by machine, others can be applied only by hand. The quality of the closure and the container need not be questioned simply because one plant can't handle them efficiently—rather let the purchasing agent of that plant be criticized because of his lack of foresight in not anticipating his problem.

Work in Two Channels

After this analysis, the creation of the new package separates into two channels. One, the selection of stock containers, two, the building of private moulds. First let's talk about the stock containers because they are, I believe of increasing importance today. I think I can safely say that no industry catering to the public by way of the toilet goods manufacturer has made greater strides in the right direction than the glass manufacturer. Today the stock lines carried are the equal and often the superior of many of the privately owned moulds. As a matter of fact, many purchasers of both old stock numbers and old private mould numbers are swinging over very fast to the new stock numbers and it has already proved to be to their advantage. The average antiquated bottle or jar, even though it be exclusively used by one manufacturer, hasn't the sales appeal today that a good modern stock number has. In time such manufacturers often develop a private mould of their own.

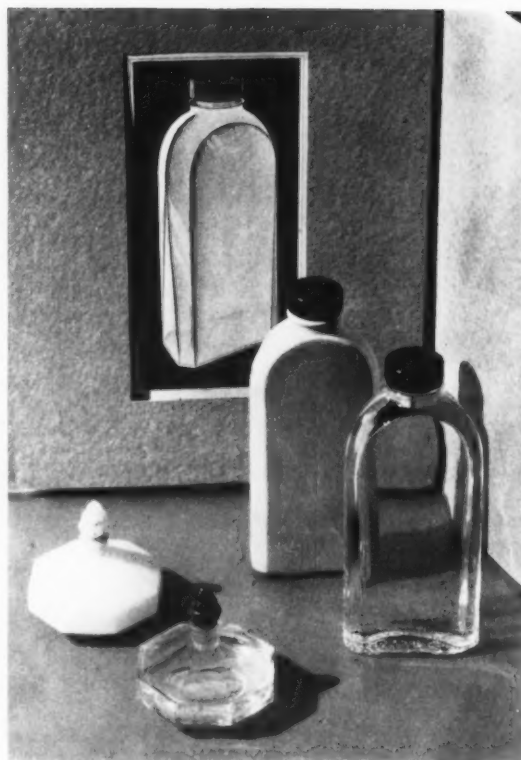
The glass manufacturers have studied the buying

trends of the public by way of their own research and the experience of their many customers and upon the basis of that knowledge they are now anticipating the wants of the public with the stock numbers they have created. Some of these stock lines are still very new on the market, others have already made a successful sales record. Therefore, when a toilet goods manufacturer is making a selection from stock lines he can depend largely upon the advice of the glass manufacturer as to which type of stock container will be most appropriate for his product. Also, which type of closure will be most efficient and the best method of closing the container.

It is obviously to the glass maker's advantage to advise wisely because from his own selfish point of view he will profit only when the number is successful and the repeat orders roll in. Stock containers are more economical to manufacture unless the quantity used by the purchaser creeps up into the thousand gross or more quantity order. At that point the creation of a private mould is worth considering. However, there are many times when a product needs the complete distinction of the private mould although it is not doing the larger type of volume business. There are certain machines and methods for making these containers which thoroughly justify the slight additional cost of a private mould. Each situation of this kind must be met and studied separately in order that a wise decision be made. Such machines handle orders as low as one hundred to one hundred and fifty gross. But for the general run of bottles and jars it is wisest to let the volume of the business dictate the change over from a stock to a private mould.

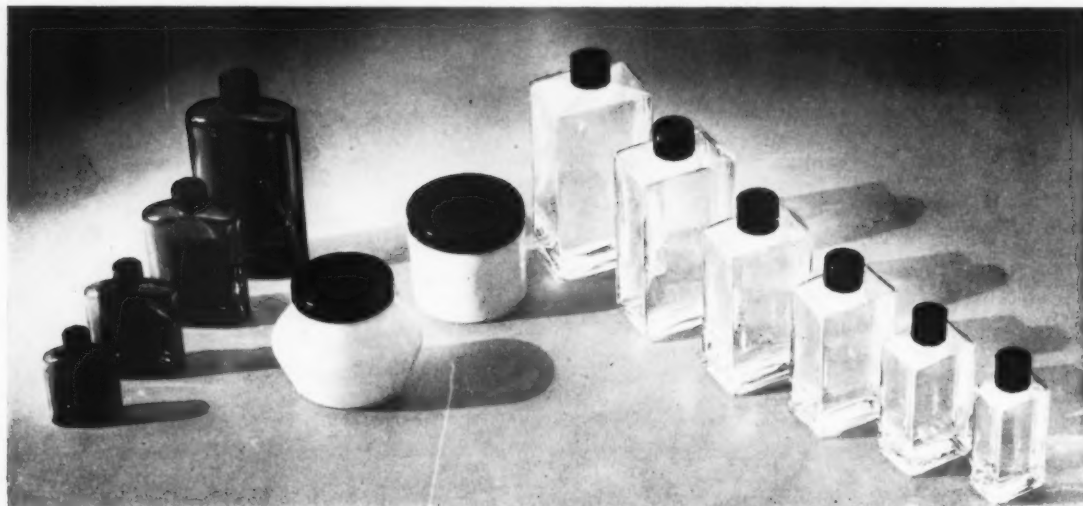
So much can be done in the way of styling and packing the article that the same stock bottle or jar would seem to bear no relation to itself. It is often more of an achievement for a designer or stylist to take a stock number and turn it out as a unique package than simply to start with the sky as the limit and design a unique package.

On the other hand, we must realize that the good



THE THREE STEPS IN PRIVATE MOLD WARE

private moulds on the market are carrying an additional sales message to the public from the manufacturer. Therefore you must expect more from the private mould than from the stock container and you must also put more into it, both from a dollars and cents standpoint and from the standpoint of originality,



INTERESTING STOCK BOTTLE AND JAR SERIES

appropriateness to the product and beauty. The private mould should be more than a stock mould with a new wrinkle—it should be more sales worthy, more useable or more beautiful. Many of the industrial designers are creating lovely designs for glass containers. They take glass seriously, study its possibilities and limitations and aren't afraid to find out definitely what can and what can't be done in the way of designing for glass manufacturing.

Make sure that the designer you use works with the glass manufacturer in producing a design which can be manufactured. Such sad occurrences have taken place in the past where the design was well paid for and accepted by the toilet goods manufacturer but when presented to the glass maker it was structurally impossible to make. As soon as the designer knows and recognizes the requirements of glass making he will create within that knowledge—but be sure that on *your* job there is that necessary teamwork between designer and glass maker. Again we must team up, this time it is with the closure manufacturer and the glass maker. Together they can solve very difficult problems. Bring them together on your job and keep them together.

The private mould container goes through five steps in its evolution. First, there is the sketch—often a number of sketches. And you mentally pull them apart and study them from every angle (or if you don't, you should!). Then comes your "OK" and the glass maker goes to work to express that sketch in a wooden model. Wooden models are a minor cost in the process but if they don't satisfy you, considerable time is consumed in making new ones. Don't expect wooden models to look like glassware. One has to get used to them just as one gets used to wooden automobile models if he happens to be in the automobile industry. If you have never purchased private moulds before, ask your glass manufacturer to show you a set of wooden models and the identical glass containers so that you may observe the differences in appearance due largely to the opacity of the wood and the difference in surface texture. This is also true of plaster models, although they do not seem to be quite so deceiving as the model in wood. If the container is to be a bottle and you are undecided about the size and shape of the closure you might ask for a wooden model with an interchangeable neck. In other words the model would be made in two pieces and the neck would fit down into the bottle thus showing its proportions and appearance with two different necks of different lengths or different widths. In this way you can study the package through the eyes of the consumer and decide which is the more salesworthy and best suited to your product.

When you "OK" the wooden model you have an approximate package. It is not wise to order labels or cartons on the basis of the wooden model. Slight differences are often necessary in manufacturing which change the size; differences hardly detectable but still sufficient to throw the label or carton off plumb. Preliminary work, however, can be based on them. Blue prints are next made up from the wooden models for the factory's use in manufacturing the mould. These may or may not interest you. Next comes the unit mould from which a sample is taken for you to "OK" before the set of moulds can be completed and your new container put into production. According to the ma-

chines on which the bottles will be made, the number of moulds is determined. There are usually six or ten moulds and the cost of such a set of moulds may vary from four to six hundred dollars, as several things are involved in arriving at the price. Other machines (previously referred to) which make bottles in smaller quantities require but one mould which costs perhaps only \$125 to \$150.

Amber bottles for prescription business still are in demand and blue ware is fast creeping out of the medicinal field and taking its place in the toilet goods industry, I believe, to glorify it. While it has not by any means deserted the drug trade, it lends itself decoratively to good styling for cosmetics and toilet preparations, and some very lovely packages in blue are important retail numbers today. Stock numbers in blue in series of sizes are also available to a greater extent than ever before.

Much that has already been said about bottles applies also to jars. Cream jars are of pressed or blown opal glass and of flint (transparent) glass. Again in this type of container there are fine stock lines to select from. Some manufacturers find that flint jars, once not so popular for toilet creams, are now growing in popularity and are used not only for ointments and medicinal products but also for cosmetics.

Color in glassware for toilet goods, other than sapphire blue and amber, is still in the earliest commercial stages and its cost is necessarily high. However, there has been a good deal of attention paid to the decorated or colored jars although some methods of coloring them were not so satisfactory in the beginning. Color in the glass itself is the ambition of the manufacturer and it is certainly on the way if not already here. Before long, let us hope, it will be commercially available at competitive prices. As far as other types of decoration are concerned, many ideas have been tried out, some more successful than others. Right now there is a trend for the applied colored labels replacing the pasted paper label. It offers tremendous possibilities of good design and decoration but can too easily be cheapened.

From a laboratory point of view anything which can be commercially printed on paper can be reproduced on glass. This in itself gives us a glance into the future of glass packaging.

At this point I should like to refer to the research laboratories and test departments maintained by some of the outstanding glass manufacturers. These departments are continually engaged in constructive work which adds daily to the knowledge and experience of the industry. Their services are available to all toilet goods manufacturers, who have distinct problems which justify such attention.

The shipping of glass containers was once a problem for each manufacturer to handle individually. Today the majority of the toilet goods manufacturers do not specify shipping requirements for they have learned that the glass manufacturer with his wealth of experience knows best what types of shipping containers are suited to his various lines. This is equally true in private mould shipments. Rather it has become the custom to have the glass manufacturer ship bottles or jars in

(Continued on Page 576)

New Products

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have



Introducing "Pynaseptic" Soap

A new toilet soap, called "Pynaseptic," has been introduced by the Iowa Soap Co., Burlington, Ia. Advertised as a man's soap, the new product, shown above, comes in a printed paper wrapper done in two shades of green and decorated with representations of pine trees. A test advertising campaign using newspapers is being carried out in Iowa.



Ogilvie Presents a Hair Fragrance

Packaged in a petite glass bottle with brown embossed paper label and black plastic closure, "Aura Hair Fragrance" has been placed on the market by Ogilvie Sisters, New York. As shown in the photograph above, an atomizer is furnished with which the fragrance is sprayed upon the hair when the coiffure is completed.

Dorothy Gray's Dusting Powder

Dorothy Gray Co., Ltd., New York, has brought out a new dusting powder. The new powder is flesh colored and packaged in the familiar Gray style.



New Items By Noxzema Chemical

Noxzema Chemical Co., Baltimore, has two new items as shown above. The cream jar is of blue glass with silver colored, metal closure, while the novel powder jar is of frosted glass with an odd metal cover.

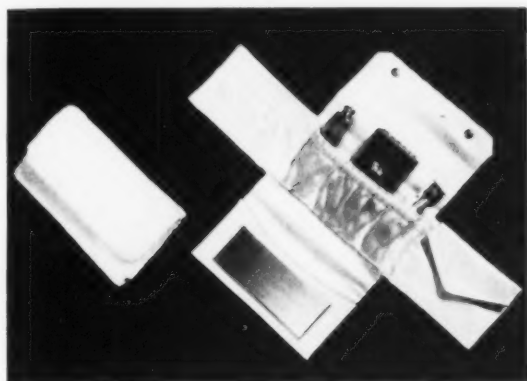
Lentheric's Handsome Packages

Delightfully refreshing are the new packages recently introduced by Lentheric, Inc., New York, shown below. The eau de Cologne comes in a deluxe decanter, exquisitely hand etched. The plastic shaving bowl is of novel shape with a beautiful ivory finish. A square metal bath powder box is the third new item.



and Packages

recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.



Vanity Purse by Matchabelli

Prince Matchabelli Products Corp., New York, is presenting a new creation—a vanity purse for evening wear in several fashionable shades of velvet, as shown above. Resembling an average envelope in size and shape, the purse is satin-lined and contains a compact, lipstick and small flacon of perfume. The lower flap of the purse is faced with a mirror.

Spooner's Bath Ensemble

Colorfully decorated are the items in the new bath ensemble of Spooner, Inc., New York, shown below. A floral motif is the dominant feature of the paper containers for the bath powder and talc. The group comes in a handsome paper box.



Essential Oil Review



Krank's New Face Powder

A. J. Krank Manufacturing Co., St. Paul, Minn., has chosen a pretty new paper box for its popular face powder. Simulating a fine pigskin texture, the outer drum is finished in white trimmed with a delicate shade of rose. Silver colored metal rims on each drum add to the attractiveness as well as durability of the package.



Houbigant Offers New Perfume

"Presence," a perfume, is the latest creation of Houbigant, Inc., New York. The new item, shown in the illustration above, is exquisitely packaged, being presented in a multi-faceted crystal flacon which reposes on a bed of cream silk in an oval paper cylinder covered with green moire. The odor is of the modern mode.

Parfumerie Melba Adds Lipstick

A new automatic lipstick, finished in silver and delicate rose enamel, has been added to the line of Parfumerie Melba, Inc., New York. It comes in five shades.

January, 1934

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Retail Trade Greatly Improved

Correspondents in All Parts of the Country Report

A Gain in Business and More Optimistic

Sentiment Among Retailers

CORRESPONDENTS of this journal in all leading centers of toilet articles distribution were asked to canvass the retail trade in their sections regarding the condition of business. It is unnecessary to report their findings other than to say that in almost every instance, a substantial improvement in conditions was reported. These specially trained writers in the business field report as follows:

New York

BUSINESS in the New York retail trade, especially toward the end of the year, was unusually good. While buyers for department stores, on account of rather rigid institutional rules, cannot be quoted, practically all of the leading stores found the year as a whole a bit ahead of 1932. The average was lowered by exceptionally poor conditions during the first four months, after which trade improved steadily. December was far ahead of the same month of last year, and not only was there more business, but there seemed to be a revival of interest in expensive gift products, so much so that stores found themselves cleaned out of larger sizes and high price items just before Christmas and were put to it to get more goods in a market which had not prepared for such a contingency.

The retail trade in general is pleased with the workings of the retail code. Demonstrators are being identified in numerous ways, none of which seems to be altogether satisfactory to all concerned. It is believed that a uniform method will have to be worked out for general application in all retail outlets before this troublesome problem is settled satisfactorily.

Chicago

GENERALLY optimistic were the statements secured from leading Chicago retailers regarding toilet goods business during the coming year.

"The outlook for 1934 is very good," said F. J. Bucklin, toilet goods buyer for Carson Pirie Scott & Co. "How could it be otherwise, when our toilet goods sales are now 50 per cent ahead of last year? Manufacturers' representatives working in our store are identified by counter cards, and some of them have pins or buttons. We are now working to get pins for all of them."

"Toilet goods sales for this period are 30 per cent ahead of last," stated H. L. Wherley, manager of Walgreen's at State and Randolph, perhaps the busiest store in the large chain.

"The effect of the N.R.A. and the retail code has been to put a great number of persons back to work. In fact we attribute our greatly increased business largely to this fact. We, ourselves, have taken on a large number of salespeople throughout the store. Multiply this by the number in other Walgreen stores alone, and one can see the increased purchasing power which this means. The new year is getting off to a splendid start, and there is every reason to believe that this advance will at least be maintained."

"Present sales of toilet preparations are well above those for the same period the preceding year," reported J. Peska, head of stock and former assistant toilet goods buyer for the Sears, Roebuck & Co. State street store, who has been acting as buyer since the resignation of J. E. Carter a month ago.

"I should say that our sales are running from 20 to 25 per cent ahead of last year, and there is every reason to expect the same improvement all through 1934."

Philadelphia

ALTHOUGH there is a divergency of opinion as to the exact percentage of increase in the sale of toilet preparations in the Philadelphia territory during the month of December, retailers are almost unanimous in declaring that there was a decided upward trend.



NEW YORK



CHICAGO

Even the most cautious of the conservative dealers express themselves as well pleased with the volume of sales made last month. With a single exception, the five leading department stores report gains ranging from 5 to 20 per cent in dollar sales. The one store not reporting a gain states, through its buyer, that sales compared favorably with last year, but after taking into consideration the increased cost of merchandise as well as higher selling expense, they have decided to call it an "even break" or, in other words, 1933 sales just about equalled 1932 sales.

Turning to the department stores, the managers of the toilet preparations sections exhibited their usual reticence to divulge any information whatever, and it was with extreme difficulty that a fairly accurate summary of their December business could be secured. All five of the largest stores enjoyed a busy holiday season, but these facts are guarded so jealously that in no case could permission be obtained to use names in quoting them.

Store Number One: "December has been a very, very good month for toilet articles. Every holiday period our perfume sales jump like the mercury on a sizzling Summer's day, but in 1933 when we anticipated the same volume as 1932 our sales shot up nearly 20 per cent. The good grades of perfumes are selling just as well as ever but in smaller quantities."

Store Number Two: "Quality in cosmetics seemed to be the prevailing trend in the December sales in our stores. The increase in prices did not turn the women from their favorite perfumes and facial preparations, but it did force them to purchase in smaller quantities. Formerly, the woman who wanted a \$10.00 bottle in a fancy container now is buying her favorite brand of expensive perfume but in smaller quantities. This demand has been so pronounced that we have installed a perfume bar where these higher priced perfumes are sold in smaller bottles."

"In our store, the N.R.A. has increased the number of employees and as business has likewise increased, we are all in favor of it."

Store Number Three: "Although we have had a better December than the preceding year, we will give absolutely no information to any one."

Store Number Four: "The sale of toilet preparations compares favorably with last year but because of increased costs, we feel that we are about even with December, 1932. While the N.R.A. has increased prices,

it has also stimulated sales, in our opinion, and this store is 100 per cent in favor of the Roosevelt National Recovery Act.

"In our store, the second largest in the city, we identify manufacturers' representatives by placing a sign in the show cases something like this: 'Miss Harrison of the Blank Company is in attendance.' One alert manufacturer submitted a very smart looking silver badge and due to the unusually attractive design the representatives of that firm were permitted to wear this emblem."

Store Number Five: "This is a high class women's specialty shop and generally regarded as a junior department store. Business with us has been very good and our December sales shot ahead of last year by 15 per cent. The N.R.A. has affected us but not adversely. While the merchandise is higher and we have more employees, the people are buying and that one fact alone makes us feel satisfied with the New Deal. We pay our own help in the toilet goods department and do not have manufacturers' representatives in the store. All toilet articles have shown an increase in actual sales and the sale of perfumes in drams has been particularly pleasing this season."

Boston

SALES of toilet preparations have very satisfactorily held their own or have registered a slight increase during the past year, according to reports of leading department stores and retail drug stores in Boston. While the earlier months of 1933 were less active, sales spurted ahead vigorously as the year neared its close and holiday business proved exceptionally gratifying. The excellent sales performance noted during the closing months of the year has been carried over the first ten days of January, as this report is being written, and indicates increased business during 1934.

Toilet goods sales in both department stores and drug stores have reacted beneficially to the operation of the retail code in Boston. Daniel Bloomfield, secretary of the Retail Trade Board of the Boston Chamber of Commerce, first vice-chairman of the Retail Code Authority for Boston, and New England Compliance director, reports strict adherence by all department stores, drug stores, and cut-price stores in the city to the voluntary agreement put into effect some months ago, providing that all cosmetics and toilet preparations be sold at retail for not less than cost plus ten per cent.



PHILADELPHIA



BOSTON

H. L. Seltzer, buyer of toilet goods for the R. H. White Co., states that his department has met the previous year's figures, and notes a substantial increase in holiday business. He looks for very satisfactory business during 1934, based on the marked improvement that has been evident toward the close of the old year.

At the Shepard Stores sales of toilet preparations have remained at about the same level during 1933 as the previous year. Improved conditions are indicated for 1934, and there is every prospect that the early months at least will show much better results than the corresponding period in 1933. The retail code has had little effect on business. The fact that higher prices have failed to materialize and that price cutting has not been entirely eliminated has tended to lessen confidence to some extent.

H. J. Kelley, divisional merchandise manager for E. T. Slattery Co., and Miss Helen Holway, buyer of toilet goods, report that business for 1933 showed a gain over the previous year.

E. M. Miller, general manager of the six Miller drug stores in Boston, states that sales for 1933 have been substantially better than for the previous year, especially during the later months. He expects improved sales this year, working along the line that has proved most successful with this chain—featuring lines of toilet preparations that the cut-rate perfume shops cannot obtain.

Cleveland

A SURVEY of the sales of toilet preparations reveal an optimistic outlook for 1934. Of the many buyers interviewed all were in accordance with the belief that the coming year would be a banner one! The only fly in the well known ointment was the pestiferous sale tax that Governor White placed on cosmetics and toilet preparations of all kinds.

The consumers of Ohio face the additional burden of 21 per cent State and Federal tax. Bordering cities in neighboring states are doing a brisk business in shipping well known brands of toilet preparations and cosmetics tax free to consumers in Ohio, offering a real menace in competition to merchants of bordering cities and towns.

One of the larger department stores emphatically states that the tax has greatly interfered with the sales of higher priced cosmetics. Although the volume of sales has increased over last year yet it has not com-

pared with the increase in sales of other departments in the store.

Miss Helen Louise Meixner, of the Higbee Co., in Cleveland (which has the largest perfume department in the city), states: "My perfume sales have had a marked increase over the early part of 1933 and the whole of 1932."

Mr. Klein, cosmetic and toilet preparation buyer of Taylor's, feels that the stamp tax is causing a great deal of confusion among the buying public in regard to advertising due to the fact that disreputable firms are advertising various preparations without indicating the additional cost of tax. This, of course, creates an illusion that their prices are far below legitimate competitors—whereas legitimate firms are quoting the cost of cosmetics plus tax or including tax.

St. Louis

THE young lady buyer looked up and said: "People are buying toilet goods in St. Louis."

This was a splendid cue for me so I made this inquiry: "How do you find comparative sales volume between the last quarter of '33 and the same period of '32?"

"Without exaggeration our sales in this department were three hundred per cent better for October, November and December of 1933 than they were for the same three months of 1932," the buyer answered promptly. "And bear in mind, too, that St. Louis people are conservative buyers. Many of them ask for a 5c soap, but strange as it may seem, our greatest increase has been for higher priced toilet goods."

"Then I assume that only necessities make up the larger part of your sales," I ventured, "in view of the conservative buying habits in this city."

"Well, of course, talcum powder, face creams, face powders, rouge, lipsticks, hair shampoo, manicuring sets, dentrifices and such obvious necessities are in greatest demand," she answered, "but the luxuries come in for their share of the increase also."

"What is the outlook for 1934?" was my next question.

"This order that I am just sending in is my best answer to that question," she smiled. "It is the biggest order I ever placed. Winter creams and powders are necessary now, which means a natural increase in sales, even without any other impetus."

"What has been the effect of the N. R. A. and particularly the retail code on your business?"



CLEVELAND



ST. LOUIS

"I include the N. R. A. and the retail code in my prayers every night," she laughed. "It is my private opinion—and I know every other buyer of toilet goods in St. Louis shares my opinion—that the N. R. A. has been largely responsible for the splendid increase we have enjoyed since its inception. It has given people the necessary confidence and incentive to buy more liberally than they had been doing. As to the code, it has been strictly adhered to by other department stores here, with the result that we have all benefitted by it. The additional help required has been justified. They were girls who had been previously laid off and they have returned to the old job with new pep and vigor."

"What method do you employ in identifying the representatives of manufacturers working in your store?" was my next question.

"We follow the code in that matter," she explained, pointing to a counter poster announcing the name of a nationally known brand and the name of the firm's representative.

"You will find that the toilet goods departments of the other large department stores here have all had an appreciable increase in business for 1933 over 1932," she assured me. "I know just what they have done, for I am in constant contact with their buyers."

However, I wanted to find out for myself. This young lady's store had always catered to the moneyed class, which might explain the exceptional increase in higher priced merchandise. Prior to 1929 the credit manager of this department store confided to me that he was satisfied if some of his charge accounts closed within the year. He showed me one account that bought \$60,000 annually, and settled once a year. "We can afford to carry such accounts," he had explained. Of course the past four years have brought many changes in this store's system, but I wondered if it wasn't considerably different from the other two St. Louis department stores.

Personal investigation, however, proved that the buyer's enthusiasm had been justified. The buyers of the other department stores assured me that conditions were just as she had stated, and they were equally enthusiastic about the outlook for 1934. In these two cases I found that luxury items were also sharing in the business increase, as well as toilet necessities.

But to make the survey truly representative, two independent druggists were interviewed. The first is located on a business street, in a typical shopping center.

The same set of questions were put in each case.

"Yes, we have enjoyed a big increase in toilet goods sales in 1933 over 1932," this druggist told me, "and 1934 should be a great deal better. The N. R. A. has been a genuine help to our business, all along the line, and especially in the toilet goods department. Toilet preparations are as necessary to my women customers as clothing, and second only to food. Show me any normal woman who doesn't know the value of a well-groomed appearance."

The next independent druggist is located in a residence district of very moderate means. "There just seems to be a better buying feeling since the N. R. A.," he declared. "The woman who has been buying the barest toilet requisites has been buying more freely, and of the more expensive brands. Maybe her husband's business has improved, in many cases I know they have."

"Prior to last September she would buy what neces-

sities she had to have and then look wistfully at others that she did not feel her husband would like her to spend money for. But she seems to have had a change of feeling, for she has been buying more and more right along. 1934? Who knows? We might be back to the million dollars a day that they say used to be spent for toilet goods prior to '29."

Los Angeles and Hollywood

ENCOURAGING and optimistic are the reports of buyers and department heads of toilet goods of Los Angeles and Hollywood retail stores. Comparing the sales of November and December with those of a year ago business increased from five to as much as 30 per cent; and the outlook for 1934 is unanimously said to be very promising.

"We are looking forward for a good business year in perfumes and toilet preparations and are optimistic with regard to 1934 prospects," said E. L. Rudolph, buyer for the Broadway Department Store, Inc. "Business for November and December showed a substantial increase over that for the corresponding months of 1932."

Another buyer stated: "Our sales have been mounting monthly, with but one setback, since April; and our year's volume has been the best since 1929. We are expecting an increased business and our plans are being made accordingly."

One buyer reported that November's sales showed an improvement of 17 per cent over the corresponding month a year ago, while December's gains skyrocketed to 30 per cent. While this was, of course, a remarkable reported increase, it is interesting to note that, without exception, every one interviewed expressed the same favorable condition of the perfume and toilet goods retail market. This was true especially of December, although recent months have been showing a steadily improving and healthy growth.

Because of this, the question was asked what might account for the improvement and if the NRA and codes might possibly have affected the market. Several could see no direct results of the NRA, although the majority agreed that indirectly this may be said to be a contributing factor.

W. C. Danielson, buyer for Coulter Dry Goods Co., expressed this view by stating that while their clientele did not depend directly upon increased salaries brought about by the NRA, there had certainly been established a greater degree of confidence in buying. "Our sales in the toilet goods department were up considerably, especially in December, as compared with last December," he said, "and I am of the opinion that the improvement will continue. I am inclined to think the NRA has been at least indirectly responsible because of the confidence it has created."

One of the most enthusiastic and clear-cut statements in this regard was given by Miss Ethel C. Usher, toilet goods buyer and department head for J. W. Robinson Co. While reporting a good year of mounting sales and anticipating a continued thriving business, Miss Usher explained the condition as "confidence, based on the man at the head of our government. I believe the saturation point of hoarding has been reached," she remarked. "Those who had been afraid to spend are no

(Continued on Page 606)

Editorials

The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVIII No. 11

January, 1934

Amend That Drug Definition, Senator!

IT is a pleasure to congratulate Senator Royal S. Copeland, on the fine, constructive work he has done on the so-called "Tugwell Bill." He has displayed honesty, fearlessness, and independence in drafting his new measure (S 2000), which removes many of the most objectionable features of the former bill. We might even express amazement at his ability to reconstruct so imperfect a bill as the first into another which, with comparatively few modifications, should be acceptable to both industry and the public.

In addition, Senator Copeland has shown himself willing to listen and to accept suggestions from any source in perfecting this piece of legislation. Accordingly, it is with confidence that we set forth the major objections of the cosmetic industry to the new Copeland Bill, just as we pointed out the obvious faults in the "Tugwell Bill" as it related to our industry.

First and most important is the definition of "drug." This definition has been brought over bodily from the former bill and is still too loosely drawn to accomplish its purpose, and at the same time to afford the cosmetic industry protection from undue regulation. Section 4 of paragraph (b) still retains the language, "all substances and preparations, other than food, and all devices intended to affect the structure or any function of the body."

It is apparent that devices, claimed to have corrective or curative effects are the object of this paragraph. As was pointed out before, the language would include all depilatories, many deodorants, and by only slightly stretching its meaning, a great many creams, powders and other cosmetics as well. Since cosmetics are adequately covered in the cosmetic section, we again strongly urge Senator Copeland to amend this section so

that cosmetics may be defined as drugs, *only in case they make curative claims.*

The cosmetic industry also believes that the definition of advertising is somewhat too broad. It does not like to be held directly responsible for oral statements of canvassers, agents and others over whom it has virtually no control. It is willing to have its advertising regulated but it would like the regulation to apply only to advertising as commonly understood.

The new bill also retains the provisions regarding "added poisonous or deleterious ingredients" which appeared in the "Tugwell Bill." This should apply only to foods and not to cosmetics. As has been pointed out, it is directed at the arsenical spray and sulfur dioxide residue problems. Obviously the act would be strengthened by making it specific in this respect.

Finally, there remain in the bill, modified licensing and inspection provisions. These are not as bad as those of the earlier bill, but they are still repugnant to an industry which has suffered from inspection and regulation under the recently repealed prohibition amendment. They add little to the strength of the bill and much to the burden of industries which must operate under it. In addition, their constitutionality is in grave doubt, according to competent lawyers. We believe the Senator would strengthen his bill, if he dropped them altogether.

These suggestions are offered in the best of spirit as possible aids in perfecting the Copeland Bill. The industry does not object to sound and sane regulation. Its most important members favor such enactments. They are confident that Senator Copeland will realize the validity of their position on these few points and that when he presses the measure in the Senate, he will accept amendments designed to perfect the bill in these respects.

Our Trade Survey

AS is usual, we present in our January issue a survey and forecast of business conditions as they apply specifically to toilet preparations. This survey is introduced by a resumé of economic and political conditions as they affect the business world, a little longer this year than is customary, on account of the multitude of developments on which the author had to touch. It is followed by summary opinions of trade leaders as represented by officials of leading trade associations in the toilet goods and allied fields.

These opinions reflect a degree of optimism and contain an amount of favorable information

OUR ADVERTISERS

COMPAGNIE PARENTO, INC.
Croton-on-Hudson, N. Y.

AMERICAN PERFUMER AND ESSENTIAL
OIL REVIEW

432 Fourth Ave., New York City

GENTLEMEN: We are again glad to renew our contract for advertising in THE AMERICAN PERFUMER. We have decided to use a two-page insert and occasionally we will run a few four-page inserts.

We have been using black and white in the past, but after trying out several inserts, we find the results more effective and we wish to take this opportunity to thank you for the co-operation received in planning and laying out our advertising program.

Wishing you continued success, we are

Yours very truly,

COMPAGNIE PARENTO, INC.,
A. DOOLITTLE, President.

which largely bears out the opinions expressed by manufacturers of finished goods, raw materials and supplies during recent months. Without exception, these association executives feel that 1934 will be a good year, although many of them outline briefly particular problems and difficulties which remain to be solved before the industries which they represent are back on a normal basis of operation.

Then comes what to us has been the most instructive and illuminating feature of our survey. It represents retail trade opinion in outlets for toilet preparations throughout the country. It had been intended to restrict the statements from our trained correspondents in leading cities to about five hundred words each. No sooner had we requested our correspondents to send in such statements, however, than many of them replied that statements could not be so restricted for the material available was too important for brief treatment. When the statements came in, the editors intended to cut them to what we considered "reasonable" limits; but, upon reading them, it was concluded that any such curtailment would be an injustice to our readers.

We hesitate to summarize for fear some of our readers, busy and pressed for time, may not study these interesting statements as they deserve. We cannot, however, refrain from mentioning a few points which stand out almost unanimously in these reports.

The first is the matter of Christmas trade. It is apparent that not only in the great centers of population but also in the communities of moderate size, more Christmas business has been done in toiletries than at any time since the depression started. Percentages range to huge figures but a rough average would be, we should say, thirty-

five per cent above last year. This is a remarkable and wonderfully cheering showing.

Next is the report on the effect of the N.R.A., the P.W.A., the A.A.A., and especially the C.W.A. upon trade conditions. While the effect of N.R.A. is minimized in some sections, it is apparent from the survey that it has had a beneficial effect upon trade as a whole and that retailers, despite additional expense which it has entailed, believe that the movement has been to their distinct advantage.

As one of our friends in the supply trade has phrased it: "*The essence of N.R.A. is to pay our help enough to enable them to live; and to charge our customers enough to enable us to live.*" The results of our retail trade survey show that this has in the main been accomplished.

More emphasis in the agricultural sections has been placed upon the effect of Public Works and Civil Works Administrations and upon the A.A.A. These in some parts of the country have brought more prompt and possibly greater benefits to the retailers and hence to the manufacturers than has the N.R.A. Obviously, however, the entire recovery program of President Roosevelt and his Administration has had a profound and salutary effect upon business conditions.

Finally, there is the report that retailers throughout the country are pleased and satisfied with the provisions of the retail code regarding demonstrators. Manufacturers' representatives are being identified in various ways, but they are being identified and to the evident satisfaction of consumers and store proprietors.

On the whole, we believe our readers will find this summary of business conditions a distinct contribution to their plans for 1934. We urge them to find time for a careful study, especially of the retail trade section. It will materially assist them in formulating their programs for the coming year.

They Like Badged Demonstrators!

A LONG while ago, we pointed out that perhaps those in the industry, who apparently opposed any action on the hidden demonstrator, were mistaken in their contention that the retail trade would object to identification of these employees of the manufacturer. We even hinted that the manufacturers themselves might be greatly pleased with the results of demonstrator identification.

At that time, our remarks were more or less theoretical and, to make a confession, we held no high hopes that they would ever be anything else.

Now, however, through the medium of the retail code, demonstrators in retail outlets are identified. As we pointed out last month it is a bit ironic, perhaps, that the retailers themselves insisted on this badging and made it a part of their code of fair competition! Was it not on account of these same retailers that the opponents of action on the problem hesitated to take the step?

Badging of demonstrators has been in effect for some weeks. In our retail trade survey, published elsewhere in this issue, correspondents of this mag-

azine report on the method and effect of identification. In only one instance is there a report that no action has been taken. In all the others, retailers have very cheerfully adopted some sort of identification device. In a number of instances, retailers express their satisfaction at the results of identification.

Further, we have contacted quite a number of manufacturers both in the group that insisted upon the ban on the hidden demonstrator and in the section that hesitated to take the step. In every case, the report has been the same—general satisfaction in the situation and delight that it has been worked out with such good effect.

It is usually an ungracious thing to say, "We told you so"; but, in this instance we cannot re-

frain from remarking that other trade problems might yield as easily to constructive co-operative effort, if the fears of some manufacturers were banished in the light of what has been accomplished on one of the trade's most vexing problems.

We Appreciate Your Greetings

CHRISTMAS and New Years brought us the usual flood of greetings in the form of cards, calenders, etc., from friends here and abroad. We should like to acknowledge each of these individually in our columns but their number makes this impossible. We take this means of assuring our friends that their heart warming messages are deeply appreciated and most heartily reciprocated.

To Combat Design Piracy

A DINNER meeting attended by industrial and other leaders in the civic and art fields was held January 5, at the Hotel Vanderbilt, New York, in order to discuss the safeguarding of industry against the pilfering of ideas. At the meeting a plan by Henry Creange was proposed as a practical means of wiping out the design piracy evil, and a proposal was made for a national committee to be formed in order that distributors and manufacturers might meet to formulate rules of joint-trade relationships between them in so far as they deal with design piracy.

Among those who attended the dinner were: Charles L. Bernheimer; C. R. Clifford, publisher of *Upholsterer and Interior Decorator*; Robert A. Coile, of the Chemical Bank & Trust Co.; Howard Heydon, of the Compliance Board of the NRA; Miss Alice Hughes, of the *New York American*; Louis Spencer Levy, president, THE AMERICAN PERFUMER; Charles MacDurmut, managing editor of the *Dry Goods Economist*; M. M. Sterling, president of E. Fougera & Co.; Channing E. Sweitzer, managing director of the National Retail Dry Goods Association; and John S. Burke, president of B. Altman & Co.

The plan, outlined, proposes that the following basic rule on design piracy be included in all codes—manufacturers' and retail:

"Design piracy is an unfair method of competition. Design piracy shall be defined in each industry by a special committee of the trade association in that industry. The committee shall direct the establishment of a Bureau for the Registration of Design and the interpretation to the trade of its definition of 'design piracy.' The definitions of the word 'design,' and the word 'timeliness' shall be considered to mean interpretations arrived at by the committee in each industry.

"It shall be unfair competition to make use of any design registered with the Design Registration Bureau of the Association except with the written consent of the person making the registration; provided, however, that no distributor shall be deemed guilty of unfair competition or unfair trade practice unless, after the committee shall have determined that the alleged infringing design does in fact infringe such registered design and after such distributor shall have knowledge of such determination, such distributor

Foragers' Anniversary Dinner Held

THE 36th annual dinner of The Foragers was held January 6 at the Hotel Astor, New York.

Among those present were Sumner W. "Jack" Lothrop, Harry Morton, A. G. Niedermeyer, and Oscar Niedenstein, four of the six living charter members. The organization was founded in 1898 with 13 members, and Mr. Niedenstein has attended all 36 dinners. Manufacturers present were Northam Warren, Northam Warren Corp.; Curtis Campaigne, Yardley & Co., Ltd.; P. W. Marshburn, Northam Warren Corp.; B. M. Douglas, Jr., Bourjois, Inc.; and H. L. Brooks, Houbigant Sales Corp. Charles S. Welch, general manager of the Associated Manufacturers of Toilet Articles also was present.

Joseph V. Gartlan, president, opened the dinner with a toast to the President, and presented Frank L. Graham, toastmaster. The guest of honor was Fred Griffiths, of the Pennsylvania Drug Co.

Tributes to the guest of honor were paid by Mr. Warren, who praised him for his high business qualities and unflinching attitude of co-operation with all salesmen, by Walter Smith, of Baltimore, and others.

The dinner was followed by entertainment, and the gathering stressed the improvement that had been made in the spiritual element of the times.

shall knowingly copy, or buy from any source, such design which shall have been determined by the committee to constitute an infringement of such registered design."

A law passed by Congress embodying this basic rule would make its inclusion in codes unnecessary, it was said. Legislation, however, needing some time, it might seem advisable to temporarily incorporate the rule in the NRA Codes.

Mr. Creange, author of the plan, has been associated with art industries here and abroad for many years. An officer of the Legion of Honor of France, knighted by Painleve, and raised in the order by Briand, awarded the Industrial Art medal of the Architectural League of New York for outstanding accomplishment in art and industry, he is equally well known on both continents. This was recognized by his appointment as United States Commissioner to the Paris International Exposition of 1925 by Herbert Hoover, then Secretary of Commerce.

Congress Not to Disturb Business

*Growing Belief that Legislative Program will
be Moderate and Constructive*

by C. W. B. Hurd

WASHINGTON, Jan. 9.—The New Year, coming now virtually coincident with the opening of Congress, promises to be one in which business need fear few upsets due to Congressional action. The sole possible exception to this condition, as viewed here at present, lies in the proposed new food and drugs bill, but there are so many varying views as to what that bill should contain that the possibility constantly grows greater that there will be no material legislation on food and drugs at the present session of Congress.

If such legislation is passed, it probably will not be as restrictive as the phraseology originally written into the so-called "Tugwell" bill; that misrepresentation will be defined only as definite misstatement of facts; that opinions will not be penalized, and that responsibility and punishment for misstatement will be provided only for the one directly making false representations.

At this writing the alcohol bill, promising a slight reduction in the tax on pure alcohol in the form it was passed by the House, and has also been acted upon by the Senate. (The report on this legislation appears in other columns of this issue.)

Aside from possible legislation affecting the essential oil and cosmetic industries, principal interest as manifested here remains vested in the operation of codified industry. And the NRA contends that those under the codes have found much profit in them.

Beyond that, President Roosevelt recently defined informally the status of the NRA compared with the Federal Trade Commission, so that it is possible to set forth distinctly the jurisdiction of these two groups in dealing with complaints revolving around trade practices.

Of great interest is a letter made public yesterday by General Hugh S. Johnson, National Recovery Administrator, and which, though the name of the signer was deleted, he said came from a writer describing the improvements in the beauty culture industry "in a large

Eastern city" due to the operation of its code.

"Trade reports, almost without exception," stated this letter, "are that the latter half of 1933 has been the best of any similar period in the last two decades.

"This splendid condition has manifested itself, and is prevalent, in every branch of the industry—equipment manufacturing, cosmetics, as well as the training organizations. But probably the most gratifying aspect of it all is the sharp increase in employment. In our own employment department, where we maintain

nationwide contacts, we find ourselves unable to supply sufficient operators. . . . The beauty culture field has much to be thankful for since the inception of the NRA, and no small share of its gratitude must be directed to the foundation and principle upon which NRA rests."

The members of this industry will form their own opinion regarding the accuracy of the above report; it is copied only because General Johnson quoted

this material in a personal statement describing the work of his organization.

As for procedure in cases of alleged unfair trade practices, a matter that has heretofore been quite vague, rulings have been handed down which make the Federal Trade Commission, from which appeals can be taken to the Federal courts, a sort of court of appeals in itself.

When a trade-practice complaint arises out of the operation of any industrial code,—that complaint is filed with the code authority for that industry, which is authorized by the NRA to act as mediator in an effort to work out a peaceful adjudication of such disputes. Labor troubles arising from code operation go before the National Labor Board, and the President has indicated that he plans in the near future to set up a regular mediation board for industry separate from the regular code authorities.

The Administration is represented as being most desirous of having trade-practice disputes ironed out



wherever possible before the NRA for the primary reason that it has no legal jurisdiction and that when amicable settlements are arrived at they leave no stigma on anyone.

In contrast with this condition in the NRA organization, the Federal Trade Commission has almost the authority of a court, with powers that make proceedings highly formal in character as well as resultant in formal decisions, which, while backed by legal force barring reversal in the courts have the effect of judging a business or industry either "guilty" or "not guilty."

Of course, the Federal Trade Commission will continue to act on its own recognizance in cases initiated by itself.

The Commission is expected to throw the greatest force behind its responsibility to prevent combinations in restraint of trade under the Sherman Anti-Trust Act, which the Administration on advice of the Department of Justice held in the last month is fully in effect today, contents of industrial codes apparently to the contrary notwithstanding.

This opinion on the part of the Administration was made quite clear after Senator Borah called on the President to inquire what protection was being given to small industries or small producers within industries under the codes.

For a long while, it was assumed by many industries, due partially to the involved language of the National Industrial Recovery Act, that trade groups, once they were under a code, could do pretty much as they pleased in regard to price fixing and business allocation. But this belief appears to have been rather well dissipated by the recent warning regarding anti-trust law violations.

Canners Convention in Chicago

As this issue goes to press, the annual convention of the Canning Machinery & Supplies Association is in progress in Chicago. Room reservations were reported heavy, and practically all of the display space was taken in the various exhibit rooms. A feature was to be the famous "Old Guard" dinner held annually in connection with the meeting. Among the firms in the field served by this publication which had exhibits at the convention were: Continental Can Co., New York; Hazel-Atlas Glass Co., Wheeling, W. Va.; Karl Kiefer Machine Co., Cincinnati, O.; Owens-Illinois Glass Co., Toledo, O.; and Pfaunder Co., Rochester, N. Y.

A further report of the convention will be published in the February issue of this magazine.

Glass Container Ass'n. Opens Coast Office

In order to facilitate the administration of the code of the industry on the West Coast, the Glass Container Association opened a branch office in San Francisco, Calif., January 2 in charge of Robert E. Kimball. Need for the branch has been shown by the seven glass container companies in the West Coast territory whose particular problems cannot be handled adequately from the New York office. The new branch not only will attend to the administering of the code locally, but also will provide the industry in that section with the complete service rendered by the main office. Temporary quarters are located at 14 Montgomery street, and may be occupied permanently.

Balsley Heads California Group

At the annual meeting of the California Cosmetic Association held December 13 in Los Angeles, Capt. Clyde Balsley, of the Katherine McDonald Co., was elected president succeeding H. P. Willats, of Colonial Dames. Capt. Balsley served formerly as vice-president. Other officers are: vice-president, Maurice Goldman, Sales Builders; second vice-president, H. Horsfall, Avocado Beauty Aids; secretary, Davis Factor, Max Factor & Co.; treasurer, A. S. Wilkinson, Excelcia Products; trustees: J. G. Godissart, Godissart's; H. S. Grove, Studio Cosmetics; J. M. Clarke, Charm Products; and Mr. Willats, the retiring president.

A year ago, according to the president's report, the association numbered but 22 members. Today the membership is 58. At the general meetings of the association



CAPT. CLYDE BALSLEY

during the year educational programs were featured at which such subjects as plastic surgery, endocrines, hormones and facial massage were discussed and motion pictures shown. A placement service has been established by the association, and in cooperation with the Los Angeles Chamber of Commerce, a board of arbitration formed to include two manufacturers, two employees, two from the laboratory division and

one outsider, in this case the association's attorney, Gail B. Selig, and Lois W. Armstrong, executive secretary of the organization.

Objections to the proposed food and drugs measure, or the "Tugwell Bill," were voiced at the meeting, mimeographed copies of objectionable sections of the bill being distributed among the members with the request that they inform their Representatives and Senators of their objections, have their employees protest against the proposed legislation, and also have those from whom supplies are obtained likewise protest. Under this bombardment the association feels that its representatives will be informed and will act with a knowledge of the situation. The association favors some sort of regulation for the industry, but feels that the national code will amply provide for such and that the proposed measure contradicts the intent and purpose of the National Recovery Act. Clauses relating to formula disclosure, voluntary inspection, publicity and repetitious seizures were scored.

Mr. Willats also announced that a "Cosmetic Center" has been inaugurated by the association. The purpose of the "Center" is to promote a better feeling among national manufacturers, to be of service to members of the same industry who do not have their laboratories on the Western coast, to provide office facilities to those who so desire, and to bring cosmetics into prominence as one of the world's greatest industries.

In order to carry out this plan the association has arranged for office space in the Guaranty building on the world-famous Hollywood boulevard.

Liquor Revenue Bill Affects Alcohol

Prompt Passage of Tax Measure for Quick

Revenue Changes Status of Alcohol

Taxes and Advertising

WASHINGTON, Jan. 12.—Perfumes bear their share of the increased taxation program under the liquor tax bill signed by the President ten minutes before midnight last night, and making the taxes effective today, the law providing that such taxes should go into effect the day after the signing of the bill.

Under the law the old rate on distilled spirits of \$1.10 per gallon is repealed and, in its stead, all spirits are assessed the same rate of tax as whiskey and other liquors containing more than 24 per cent of alcohol.

At the same time, this law raises the duty on imported perfumes from the old rate of \$1.10 per gallon to \$2 per gallon, in order to equalize the taxes and duties. Contrariwise, it provides for rebate of the tax on all alcohol-containing articles produced for export.

New "Drawback" Provision Lenient

The new "drawback" or rebate of taxes on distilled spirits produced for export is more lenient than the old law which, for a reason unknown to those who rewrote the bill, allowed a rebate only of 90 cents per gallon on export products that had paid the regular rate of \$1.10.

The bill also contains the stipulation that "floor taxes" shall be collected on distilled spirits in the possession of manufacturers or dealers to an amount equivalent to the difference between the taxes already paid and those that now are to be assessed.

The taxes are stipulated as applying to "proof gallon, or per wine gallon when below proof."

Stamp Tax Provided

The law provides further in detailed statement that distilled spirits must be shipped in containers bearing stamps showing the proper taxes have been paid, and orders the confiscation of any spirits in unstamped containers in transit or in the possession of others than manufacturers.

Through a Senate amendment adopted by the House and included in the bill when it was signed by the President, the law relieves publishers of an irksome restriction known as the Reed Amendment which was admittedly put through Congress by James A. Reed, former Senator from Missouri, for the purpose of making prohibition so irksome that people would not like it.

Advertising Now Legal

Under this amendment, all periodicals were subjected to penalties if they published liquor or alcohol advertisements in editions sent into dry areas where such advertising was forbidden, via the mail. But the amendment by Senator Reed was so worded that repeal of the Eighteenth Amendment left it still in effect.

Now, under an amendment sponsored by Senator Bennett Champ Clark of Missouri the Reed Amendment specifically is put off the statute books and such advertisements are acceptable in the mail regardless of the destination of the periodicals.

The liquor law, except for its declaration of rates on various types of wines, is almost unintelligible to the layman because of its constant notation of previous acts which are amended by this act. For this reason it is virtually impossible to reinforce this report with quotations from the act.

Committee Explains Plan

However, the House Ways and Means Committee filed a report on the bill telling in simple terms the basic intent of the bill and analyzing its various sections.

Portions of this report (those are deleted which concern exclusively wine manufacture and levies on beer, etc.), preceded by the number of the section being explained in each paragraph, follow:

"The Committee on Ways and Means, to which was referred the bill (H.R. 6131) to raise revenue by taxing certain intoxicating liquors, and for other purposes, having had the same under consideration, reports it back to the House without amendment and recommends that the bill do pass.

General Scope of the Bill

"The bill deals with rates of tax on intoxicating liquors. In the opinion of your committee, the rates proposed in the bill will return the maximum amount of revenue without incurring the danger of perpetuating illegal liquor traffic by excessive rates. Your committee recognizes that the existing laws imposing liquor taxes are voluminous and complicated and hopes in the near future to report a bill which will simplify and improve these old statutes. At the present time, however, it is of supreme importance to provide for additional revenue, and, therefore, the bill now reported deals with the rates by which such additional revenue, amounting to approximately one half of a million dollars per day, may be secured. The purposes of the bill are accomplished by amendments to existing law, which may be described as follows:

Description of Bill

"Section 1: This section gives to the bill the title of 'Liquor Taxing Act of 1934', for purposes of citation.

"Section 2: This section amends existing law so that the rate of tax on distilled spirits will be \$2 per proof gallon, or per wine gallon when below proof. The existing rate is \$1.10 per gallon. The amendment is so worded that the \$6.40 rate imposed by the Revenue Act of 1918 on distilled spirits diverted to beverage purposes

is repealed. The Treasury Department has ruled that this rate is not now effective, but it is repealed as a precautionary measure.

"Section 3: This section provides for a tax of \$2 per wine gallon on imported perfumes containing distilled spirits. The present tax is \$1.10 per wine gallon. It is believed that this increase is proper, as perfume manufacturers in this country using distilled spirits will be obliged to pay a \$2 tax instead of a \$1.10 tax.

"Section 4: This section provides for a drawback on exported distilled spirits at a rate equal to the rate of internal-revenue tax paid, but not in excess of \$2 per gallon. The present drawback rate is 90 cents, but the fact that this rate is less than the existing internal-revenue rate of \$1.10 was apparently an oversight. A drawback is necessary to permit exporters in this country to compete in foreign markets."

To Scrutinize Toilet Goods Code

A hearing on the toilet goods code, scheduled for Jan. 17, probably will open up several interesting and important lines of questioning, among them the highly important one regarding price fixing.

Under the code as interpreted by the toilet goods industry it is understood that price-fixing is virtually made legal, but this interpretation will be faced by a close scrutiny whether or not such price-fixing does not violate the anti-trust laws, which the President has upheld as being in full effect, code provisions notwithstanding.

Another point that may lead to considerable debate is that relating to hours of labor. Since the promulgation of this code General Johnson has indicated that he will seek to shorten hours of labor still further—possibly to thirty hours per week—and the opening of codes for revision provides a means of pursuing this point.

From the viewpoint of officials here, the toilet goods industry would be classed among those industries expected to take this action since reports indicate that this industry is on as good or better footing than most others.

Colter Heads Michigan Association

The Michigan Cosmetic & Extract Association held its second annual election at the Masonic Temple in Detroit, January 11. After brief reports by all chairmen, retiring president M. G. de Navarre expressed his thanks and appreciation to the association for its fine backing in the past year. Mr. de Navarre then wished the incoming president a successful term of office.

Immediately afterwards, the election began with a reading of recommendations by the chairman of the nominating committee, R. P. Cole. The recommendations were adopted by a unanimous vote electing to office: R. J. Colter, Frederick Stearns & Co., president; Paul Porier, Fairystone Labs., vice-president; M. G. de Navarre, secretary-treasurer; R. M. Stevenson, Givaudan-Delawanna, and R. A. Vicary, Mark W. Allen Co., members of the executive committee. President Colter then appointed Otto Wegner chairman of the membership committee with Messrs. O'Rourke and Ecclestone as aides. R. P. Cole was appointed to the chairmanship of the entertainment committee which he so well managed for the past year. Aides on the entertainment committee are Messrs. MacDonald and Snyder. R. A. Vicary was appointed chairman of publicity.

du Pont Viscoloid Wins Patent Suit

THE suit brought by the du Pont Viscoloid Co. against the New York Merchandise Co. in the Southern District of New York was terminated on January 2 in favor of the former company by a decree signed by Judge Coleman. By the terms of the decree the defendant is enjoined from further infringement of the patents in suit.

The suit was based on the Higgins patents 1,607,624 and 1,606,030 issued in 1926 to cover a new kind of plastic material containing pearl essence or fish scale pigment incorporated in such a manner as to exhibit the full beauty and mother-of-pearl effect of the pigment. The patented material has been extensively used in the manufacture of toilet sets, combs, novelties and the like.

The suit was filed in July, 1933, and as a result of a motion for preliminary injunction, the case was given a preference and the date of trial set for December 27. Accordingly, on December 27, 28 and 29 a full trial on the merits was held before Judge Coleman. In his findings of fact, Judge Coleman held the patents valid and infringed.

The Higgins patents represent a valuable invention in the possession of the du Pont Viscoloid Co. and their present licensees under the patents.

Salient features of Judge Coleman's opinion follow:—

"1. That Higgins Letters Patent No. 1,606,030, granted November 9, 1926, is good and valid in law as to claims 17 to 27 inclusive.

"2. That Higgins Letters Patent No. 1,607,624, granted November 23, 1926, is good and valid in law as to each and every claim therein.

"3. That both of said Higgins Letters Patent, Nos. 1,606,030 and 1,607,624 are owned by du Pont Viscoloid Co., plaintiff herein.

"4. That the products imported by defendant from abroad, as exemplified by plaintiff's exhibit 8 herein, before the court under charge of infringement, infringe said claims of said patents.

"5. That a permanent injunction issue out of and under the seal of this court enjoining the defendant, its associates, attorneys, clerks, servants, workmen, salesmen, and other employees from directly or indirectly manufacturing and/or using and/or selling articles made in accordance with or embodying the invention or inventions of claims 17 to 27 of said patent No. 1,606,030, and/or claims 1 to 6 inclusive of 1,607,624, and from in any way infringing said Letters Patent and/or contributing to the infringement thereof by others in any way whatsoever."

Acquitted on Imitating Charge

Isidore Rubin, perfumer, of Brooklyn, N. Y., was acquitted by three justices in the Special Sessions on January 3 of a charge of violating a section of the trade mark law. Mr. Rubin had been accused of selling perfume under the trade mark of a prominent company, when the product was not that of this company. The court dismissed the complaint after a chemist for the manufacturer had testified that he did not know the formula of the perfume in question, since its essential ingredients were shipped here from Europe, after having been secretly compounded.

New Device for Measuring Odors

Prof. Gordon M. Fair of Harvard University Develops
Osmometer and Osmoscope for this Work

by Grace R. Buckley

A DEVICE to determine speedily and simply the intensity of odors and tastes in water and in other media has been introduced by Gordon M. Fair, associate professor of sanitary engineering at Harvard. The new machine is known as an osmometer and is fitted with an osmoscope, a glass nose-piece designed by Professor Fair to direct the odor, carried from the bottle or flask, without dilution by air, towards the olfactory cleft.

The device, which was developed purely as a scientific contribution to the method of determining odors in water, has been effectively put to use by the Hackensack Water Co., in New Jersey. Its use greatly reduces the time previously required for the measurement of the intensity of odors in water through the odor-free water dilution method, and its accuracy furthers the determination of the necessary strength of agents to eliminate impurities. Its applicability, according to Professor Fair, also extends to the determination of the intensity of odors in classrooms and other ventilated buildings, where these must be overcome. The machine, obviously, might be readily applied to the determination of the strength of perfume odors, and has a wide field of usefulness in measuring food tastes and odors, extracts, etc.

The performance of the osmometer was demonstrated to the writer by Professor Fair. His paper "On the Determination of Odors and Tastes in Water," which was reprinted by the Harvard Engineering School from the Journal of the New England Water Works Association for September, 1933, sets forth the theories on which the device is based, and describes its operation in detail.

The osmoscope (marked A. in the diagram), one of the most important features of the machine, consists of glass tubing $\frac{3}{4}$ of an inch in diameter and 8 inches long. Its top is fitted with twin nose-pieces of glass which may be inserted into the nostrils, directing the odor into the olfactory cleft. The nose-pieces are introduced into the glass tubing through a cork stopper, eliminating dilution of the odor by the surrounding air. The osmoscope enables the observer to sniff the true strength of the odor which has been isolated by means of the apparatus. Dr. Fair, who discusses at

length in a paper the anatomy and physiology of the sense of taste and smell, makes it clear that the first whiff of odor obtained by light sniffing is most important in making use of the osmoscope.

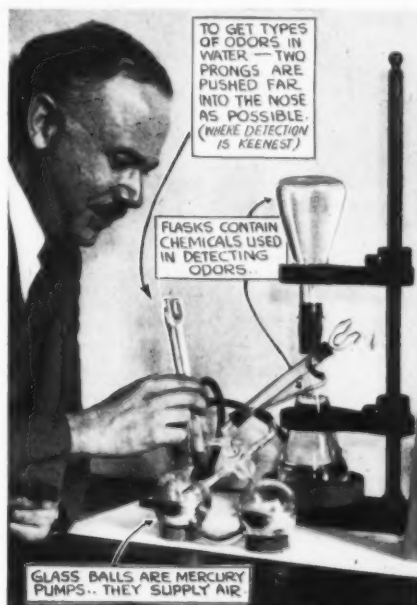
In his discussion of the sense of smell, he comments: "Studies of the course taken by the currents of air through the nasal chamber during ordinary respiration

show that these currents do not rise high enough to sweep past the olfactory surfaces; furthermore that their path is flatter during the expiration than during inspiration. Diffusion being relatively slow, it is probable that the variations in pressure and the slight eddies accompanying quiet breathing are responsible for the gradual changes that take place in the air within the olfactory cleft and that weak stimuli produced by odors thus reaching the olfactory surfaces excite sniffing by which odorous materials are carried more effectually to the olfactory receptor and thus sensed. It is incorrect to assume, therefore, that the best way of obtaining an impression of an odor is to take a deep breath. Light sniffing which directs the air currents toward the olfactory areas will be found to be far more productive of results."

Professor Fair also states: "The organs of smell are quickly fatigued. Protracted smelling of an odor exhausts the power to recognize it. Popularly this is referred to as 'getting used to an odor.' Breathing fresh air restores the power to recognize odors anew. Inability, or loss of ability, to respond to odors is known as 'anosmia.' Natural keenness of perception varies in different individuals, but it is possible to sharpen the sense of smell by practice."

Contrary to some of the newspaper reports concerning the osmoscope, this device does not do away with fatigue of the organs of smell, according to its originator.

The osmoscope is used with a double flask, (marked B. in diagram), which releases the odor from the water in which it is contained. Professor Fair's flask is formed "by uniting two 500 cc. Erlenmeyer flasks by cork stoppers and glass tubing. After filling one flask with the sample of water, the other flask is placed on top. The apparatus, much in the form of an hour glass, is



PROF. FAIR AND HIS APPARATUS

then inverted. After the top flask has lost about half of the sample to the lower one, the apparatus is placed on its side and shaken vigorously for ten seconds or more. Placed in an upright position once again the water fills the lower flask and the odor-laden air the top one. The intensity of the odor is determined with the aid of the glass nosepiece. The double flask is best modified for use in the air dilution method (discussed later) by bending the glass tubes and inserting the flasks in a stand. A mechanical shaker may also be employed to advantage."

Discussing the use of the apparatus in determining and measuring the qualitative and quantitative characteristics of odors, Professor Fair says:

"The quality of an odor is usually designated by reference to the object from which it emanates. We speak of odors being like the smell of a violet, an onion, a piece of rubber or a pigpen. This description of odors by association stands in contrast to that of tastes, in which the terms sour, salty, bitter and sweet—possibly with the exception of the term salty,—define general qualities and have a physiological rather than a psychological basis. Our reaction to odors, furthermore, is colored by our theories of their origin. An odor that will condemn an egg might enhance the enjoyment of a cheese. This subjective view of odors makes their classification difficult and unsatisfactory. Of many general classifications, there is presented as an example that proposed by Linnaeus as modified by Zwaardemaker. This classification has nine general classes, each with two or more subdivisions as follows:

1. *Ethereal odors*: odors of fruits, beeswax and ethers.
2. *Aromatic odors*: odors of camphor, cloves, lavender, lemon and bitter almond.
3. *Balsamic odors*: odors of flowers, violets, vanilla and cumarin.
4. *Ambrosial odors*: odors of amber and musk.
5. *Alliaceous odors*: odors of hydrogen sulphide, hydrogen arsenide and chlorine.
6. *Empyreumatic odors*: odors of roasted coffee and benzol.

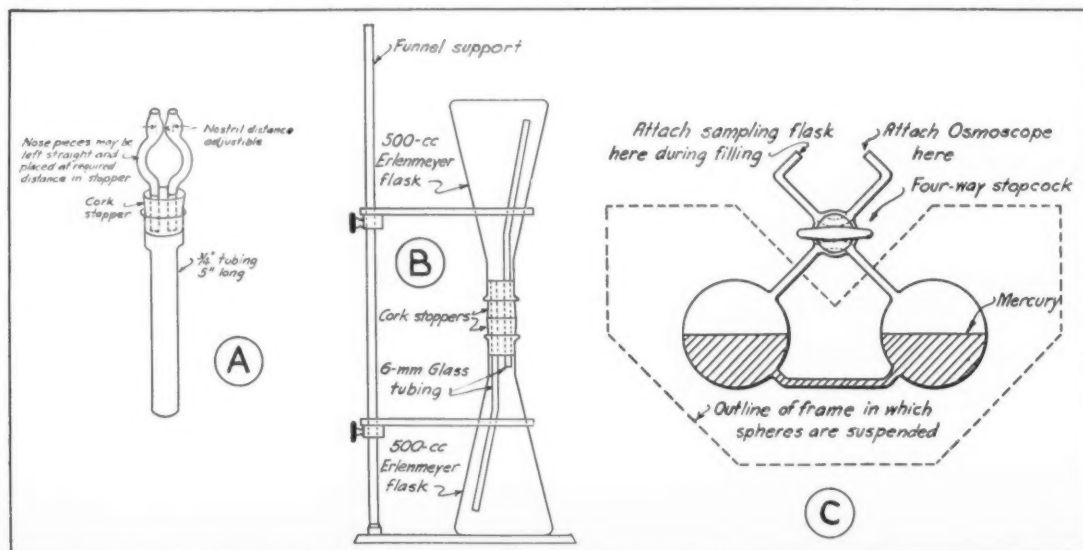
7. *Caprylic odors*: odors of cheese and rancid fat.
8. *Repulsive odors*: odors of the deadly nightshade and the bed bug.
9. *Nauseating odors*: odors of carrion and feces.

"Henning has attempted to set up a less associative and subjective classification which will evaluate the fundamental concepts of odor and permit designation of intermediate and mixed odors. His classification includes the following six groups.

1. *Spicy odors*, such as the odors of fennel, sassafras oil, anise and cloves.
2. *Flowery odors*, such as the odors of heliotrope, cumarin and geranium oil.
3. *Fruity odors*, such as the odors of orange, citronella, oil of bergamot and ethyl acetate.
4. *Resinous odors*, such as the odors of turpentine, Canada balsam and eucalyptus oil.
5. *Burnt odors*, such as the odors of tar and pyridine.
6. *Foul odors*, such as the odors of carbon bisulphide and hydrogen sulphide.

"The classification of the quality of odors recognized for use in water analysis includes both general and associative designations as shown in Table 3.

"Since olfaction is essentially a chemical process, we should look to chemical synthesis to provide us with a more scientific means of classification of odors. Much has been accomplished in determining what atoms or groups of atoms are 'osmophores,' i. e., carriers of odor. According to Henning, the following groups are recognized as most important: 1. aldehydes; 2. alcohols; 3. amido-compounds; 4. azimido-compounds; 5. carboxyl compounds; 6. carboxyl-ethers; 7. ethers; 8. esters; 9. hydrazines; 10. imido-compounds; 11. ketones; 12. lactones; 13. nitro-compounds; 14. nitriles and iso-nitriles; 15. phenols; 16. phenol-ethers; 17. sulphyocyanates; 18. alkyl-compounds in which the methyl group is stronger than the ethyl group and in which the allyl, propyl, propenyl and amyl groups are of importance; 19. compounds including the elements antimony, arsenic, bismuth, bromine, chlorine, nitrogen, phosphorus, selenium, sulphur and tellurium.



"There are numerous difficulties in the path of a satisfactory chemical classification. Among them are the following. The same osmophore produces a very different odor in one combination than in another; as in the case of methyl acetate and ethyl acetate. Very dissimilar substances may possess quite similar odors; as, for example, nitrobenzol and benzaldehyde. There is a change in odor quality as well as strength if a compound includes the same osmophore twice that appears but once in another compound; such is the case for xylol and toluol. Dilution will modify the impression produced by an odor very considerably; thus indol, which is noted for its intense fecal odor, possesses, when greatly diluted, the fragrance of orange blossoms. Certain osmophores may replace others without much change in odor as shown by the different synthetic musks. Odor mixtures may produce new types of odors on the one hand and neutralization of each other (not chemically but physiologically) on the other hand. Finally, there are almost numberless smells but only a few odor-producing groups of atoms.

"The smallest amount of an odorous substance required to stimulate the olfactory nerves and obtain a concept of the odor is called the threshold value of the odor. Measurements of this value have been made in a number of different ways. Among them is the obvious procedure of evaporating a known weight of the odorous substance in a known volume of air and finding for what weight and volume a distinct perception of the odor can be obtained by sniffing the air. The odorometer of Allison and Katz simplifies this procedure by controlling the rate of flow of an air stream over the odorous substance and diluting the resulting odor in a controlled stream of pure air until the mixture produces a detectable odor in a single inhalation. The loss in weight of the odorous substance is ascertained as well as the amount of air into which the odor has passed. Unfortunately, absolute measurements such as these are not directly applicable to water analysis.

"The threshold value of an odor expressed in grams per cubic centimeter is called an 'olfacty.' The threshold values of a number of essentials oils and certain other odoriferous substances are given in Table 1. For convenience the concentration in air of the odoriferous material is stated in thousandths of a milligram per liter. To obtain the number of molecules of the compound per cubic centimeter of air, the values presented in Table 1 must be divided by the molecular weight and multiplied by 6.06×10^8 .

"It is interesting to note from Table 1 that the threshold value of chlorphenol, one of the most objectionable odors in chlorinated water, is 300 and possibly 1,000 times smaller than that of phenol; also that the threshold values of flowery and fruity essential oils, as reported by recent workers, are extremely small. Odors produced by essential oils are associated with the growth of many of the algae that are of common occurrence in water supplies."

Included in Professor Fair's paper is a discussion of the conformity of odor sensation to the Weber-Fechner law, in connection with the determination of odor on a quantitative basis. This conformity implies that "the increase in odor concentration necessary to cause a just

TABLE 1.—THRESHOLD VALUES OF SOME ESSENTIAL OILS AND CERTAIN OTHER ODORIFEROUS SUBSTANCES

Substance	Concentration in Air Thousandths of a Milligram per liter	Authority
Camphor	5; 0.06; 0.16; 0.00002	1; 2; 4; 3
Chlorphenol	0.004	5
Eucalyptol	0.19	4
Hydrogen sulphide	2; 0.0001	6; 7
Heliotropin	0.1-0.05; 0.01	1; 7
Iodoform	0.027; 0.018; 0.006	8; 9; 1
Ionon (a)	0.0001; 0.00005	2; 7
Mercaptan	0.046-0.006; 0.00004	9; 5
Musk (artificial)	0.001; 0.0001; 0.00004; 0.000005	2; 8; 9; 1
Oil of clove	0.9	1
Oil of lemon	0.5-0.1; 0.13; 0.0006	1; 4; 10
Oil of orange	0.5; 0.08	1; 7
Oil of peppermint	0.6; 0.024; 0.005; 0.0007	6; 9; 1; 7
Oil of rose	0.5; 0.0002	6; 7
Oil of rosemary	0.05; 0.003	1; 7
Oil of wintergreen	0.5; 0.009	1; 7
Oil of wormwood	0.7	6
Phenol	4; 1.2	2; 7
Skatol	0.0004; 0.0000004	2; 3
Vanillin	0.0005; 0.0000002	1; 3

1. Passy; 2. Zwaardemaker; 3. Hermanides; 4. Ohma; 5. Fischer and Pentzoldt; 6. Valentin; 7. Henning; 8. Berthelot; 9. Allison and Katz; 10. Tempelaar.

perceptible increase in odor sensation, i.e. a threshold difference is, within physiological limits, a definite fractional increment of the acting concentration or stimulus." Professor Fair arrives at the conclusion that the threshold difference for odors is about 100 per cent.

A twin sphere osmometer, (marked C. in diagram), in conjunction with which the osmoscope is used, effects determination of odor on this quantitative basis. This simple apparatus is mounted in a wooden frame which may be rotated from side to side. The osmometer is used instead of a standard gas burette, which has the drawback of limited capacity. The twin-sphere osmometer increases the available odor volume and simplifies technique.

The operation of the apparatus, which is entirely of glass, is described in detail in Professor Fair's paper:

"When the apparatus is half-filled with mercury, the volume of displaceable odor is about 220 cc. This figure is reduced to about 100 cc. when progressive dilutions are being made. If the osmoscope receiving the odor is dimensioned so as to hold about 60 cc., we insure its being flushed out and filled with the odor. The twin-sphere osmometer is filled and emptied by tilting the stand in which the spheres are suspended and driving the mercury into one or the other of the spheres or permitting it to half-fill both of them. A fourway stopcock connects each sphere either with the outside or with the other sphere. Obviously only a single dilution ratio of 100 per cent can be attained. The number of dilutions yielding an odor thus establish the p_0 of the sample.

"Operation of the device is similar to that of the gas burette. The operating schedule may be outlined as follows—Fill the left sphere with mercury by tilting the frame left to the 45-degree position. With the four-way cock vertical connect the odor flask to the left opening and permit the odor to displace the mercury by rotating the frame slowly right to the opposite 45-degree position. Return the stopcock and frame to the

horizontal position to divide the odor equally between the two spheres. With the stopcock vertical and the osmoscope attached to the right outlet, slowly tilt the frame right to the 45-degree position to drive the odor (half the total volume) from the right sphere into the osmoscope and at the same time to introduce an equal amount of air into the left sphere, thus diluting the remaining gas 1:2. Detach the osmoscope and sniff the odor. Return stop-cock and frame to the horizontal position to divide the diluted odor equally between the two spheres. Renew this displacement and dilution procedure until the threshold dilution is passed. Note the number of dilutions as the p_0 value or find the threshold number by raising 2 to a power equal to the number of dilutions."

Through the use of four instead of two glass spheres, a dilution ratio of fifty, instead of 100 per cent, may be obtained.

While research has not yet been undertaken looking to the utilization of Professor Fair's apparatus in the perfume industry, the work which has been done on water indicates that a large number of possible uses might be developed in the field of perfumes and essential oils. It is to be hoped that research will be continued so that the new device may be utilized to its capacity in these industries.

Glass Makers Anticipate Your Needs

(Continued from Page 559)

reshipping containers so that the inventory of shipping cases always just balances the inventory of glass containers in the toilet goods manufacturer's factory. In this way the glass maker acts as your purchasing agent for the shipping containers, buying them at a price based on larger volume than any one toilet goods manufacturer's and passing on the saving to you along with the added efficiency.

Some glass makers go so far as to have their own corrugated plants and manufacture their own shipping cases. While on the subject of shipping it is well to remember when ordering in 1934 that the last year or two experienced such a decrease in business that orders could be filled almost instantly. Today, with the already noticeable pick up in business, orders will perhaps be moved somewhat more slowly. It seems advisable to place orders earlier so as to allow for the speed up in business which has apparently begun.

So far I have limited my remarks to machine ware, but I want to say a little about hand made bottles as there is and always will be such an important place for them in the perfume industry. France, long the standard-setter for bottles, actually supplies us with many of our finest glass packages. Some American houses are also doing lovely things in hand blown ware. With the hand blown bottle it is not necessary to have more than one mould unless the order is very, very large. The cost of these single moulds is quite low and is governed not only by the size of the bottle but by its shape and design. These crystal and crystal-like hand made bottles are blown with very thick walls only when they are to be cut and polished to a jewel like appearance. Otherwise the walls must be blown thin or the design of the bottle will be badly distorted. The desire for a thick walled bottle in order to give the effect of a

larger package defeats itself by its loss of beauty, whereas some very expensive packages are extremely small and the walls of the bottles as delicate as is practical.

Each stopper is made and fitted to its own bottle and cannot be changed around or leakage is very likely to result. Often these bottles are packed with a string about the stopper and the neck so that they cannot be separated until the final operation when the stopper is inserted in its own bottle. On the other hand this tying up of the stopper and bottle neck is an added operation both to tie and untie and some perfumers have so well systematized their filling and packing of perfumes that no strings need now be attached. The method they use insures against one stopper ever getting on a bottle other than the one for which it was originally made. The same need for judging the finished bottle from the plaster model is important and an illustration of the two will indicate how much difference must be allowed for. Here, also, there seems to be the first picking up of interest in the fine, opaque, colored bottles for perfume that are being imported. No doubt this is largely due to the psychologically correct selection of the perfume they are to contain.

Adams Named 1935 A.C.S. President

PROFESSOR ROGER ADAMS, head of the department of chemistry at the University of Illinois, has been elected president of the American Chemical Society for 1935. Following its customary procedure, the society selected the president-elect by a vote of its council after a ballot by mail had been taken of the 18,000 members. Dr. Charles L. Reese, retired chemical director of E. I. du Pont de Nemours & Co., who served as president-elect last year, became president of the society on January 1.

The following councilors-at-large were named: William Lloyd Evans, chairman, department of chemistry, Ohio State University; Dr. Francis C. Frary, director of research, Aluminum Co. of America; Dr. C. M. A. Stine, vice-president, director and a member executive committee, E. I. du Pont de Nemours & Co.; E. H. Volwiler, vice-president in charge of research, Abbott Laboratories.

Professor Adams has been chairman of the chemical section of the American Association for the Advancement of Science, and has served as associate editor of the *Journal of the American Chemical Society*.

Seeks City Chain Store Tax

A bill to impose a city tax on chain stores was reintroduced into the aldermanic branch of the New York municipal assembly January 5 by Alderman Walter Hart, of Brooklyn. The bill, which was allowed to die in committee when first introduced last year, provides for a graduated scale of taxes.



PROF. ROGER ADAMS

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

Saponin Solutions

This writer recently received an inquiry regarding the best type of stock solution of saponin and how to make it. For the benefit of all those interested the following is suggested. Dissolve the dry powdered saponin in hot boiling water so that the finished solution contains 10% saponin. Add about 15 to 25% alcohol to preserve or use any of the usual preservatives such as an ester of para oxy benzoic acid. This stock solution or tincture, as it is called, is used in the ratio of one ounce of the tincture to about 10 gallons or more of the liquid in which a foam is desired, and according to the amount of foam wanted.

Suggestion for Depilatory Research

Depilatories have long been a problem, and are no closer to being solved now than the day they were introduced. A suggestion along this line is the use of monomethylamine by the tanning industry to remove hair from hides. Although it may seem like a wild statement, this chemical compound—if properly manipulated—may find application as a depilating agent. Sulfides were once used on hides, and to-day are found in the commonest types of depilatories. Monomethylamine is more powerful in loosening hair than ammonia by 15 to 50 times. Its alkalinity is lower. It does have a bad odor, but this can undoubtedly be combatted. It combines readily with fatty acids as do all amines. Here is a chance for some real experimenting and research.

Pectin as an Emulsifier

This interesting citrus by-product has been found to be a good emulsifying agent for essential oils. Stable heavy emulsions are readily made with an oil content of from 15 to 25% of essential oil. Pectin content should be about 6 to 7%, the peculiar thing being that the greater the oil content, the less pectin is necessary to keep the suspension stable. Use a rapid beater, and add the gum to the oil and all the water last. A little glycerine is good too. This is especially good news to flavor and extract men. Try it and see for yourselves.

Face Clasmic Pack

Novel effects can be obtained in this field by using bentonite instead of fullers earth. When 15% bentonite is mixed with 85% witch hazel extract suitably perfumed and colored, a smooth mass of jelly-like consistency is formed, which can be packed in 4-ounce jars, sealed with paraffine and sold in place of the usual masks. Use a balsamic odor to blend with the witch hazel extract. It is possible to add calamine to this preparation if desired.

Wanted: Selling Enthusiasm

The Sales Girl's Viewpoint, as Told to Ann Tobias

I SELL toilet goods and like my job. But this year selling toilet goods is difficult. I think I know a few of the reasons. Many women are shopping around for low-priced jars of cream of an unknown quality and offered to them as "bargains." Even full-size packages of rouge, lipstick, face powder and other make-up accessories of unknown quality are being offered for as low as ten cents. What am I going to do about this situation? My stock is composed of nationally advertised quality merchandise.

I know every manufacturer of a nationally advertised toilet preparation guarantees his product, and I never hesitate to suggest his product to any customer. But, in times like these, I would like to ask the president of the nationally advertised product to share his selling enthusiasms with me—the kind of enthusiasms that will keep me on my toes every minute. My experience proves that new fresh facts and extra special news help to close many sales. I am convinced he has plenty of enthusiasm otherwise he wouldn't invest millions in his products and spend a lifetime perfecting them!

I read labels, the package inserts and booklets given me occasionally, but lavish words do not help me when I need your selling points.

I wonder if the president of the "Smith-Smith Cream Company" ever stopped to ponder over the hundreds of questions women ask me when purchasing a product either for the first time or the second. For example, if it's a face powder, "Why is this a good quality powder?" If it's a hand lotion, "Why does it contain alcohol and will it dry my skin?" If it's a rouge, almost invariably she asks, "Are you sure it won't make my face break-out?" One of the most popular lipstick questions is, "How long does it stay on?" "Will this hair tonic dry my hair?" is also a frequent question. If a hand cream interests her, she asks how much to use and how long a jar will last. A few more heard occasionally are, "Is this astringent an anti-septic?" "Is 'XYZ's Cold Cream' good for my seventeen-year-old daughter?" and, "How long will the case of this compact last?"

Because I am a conscientious sales girl, I would like to have specific facts regarding each product so I can answer any of the above questions in an intelligent manner. I am not a cosmetic chemist nor a member of your organization, but I do know that your laboratories have worked on each of your products until they have acquired such information on hand.

I need your sales facts and knowledge and above all your enthusiasm. My message to every president of a toilet preparation company follows: "I can make my sales talk more convincing, instructive and interesting if you will keep me posted—every month—by letter or bulletin with every bit of knowledge which will arouse more interest and sell merchandise. I want to know the scientific background of each product and all selling points. I believe every guaranteed product should have at least ten good selling points. Cosmetic laboratories from time to time discover new uses for an already established product. Tell me about them. I want help to bring back past customers and bring in the new ones. Your enthusiasm is wanted—for 1934."

Form Joint Machinery Code Group

A JOINT code control committee has been established as the agency of the code authorities of the canning and packing machinery industry and of the packaging machinery industry and trade. The chairman of the joint committee is Ogden S. Sells, vice-president, Food Machinery Corp.; H. H. Leonard, vice-president and general manager, Consolidated Packaging Machinery Corp., is vice-chairman; and W. J. Donald, New York City, has been elected executive secretary and treasurer.

President Leonard of the Packaging Machinery Manufacturers Institute was given power to establish divisions of the institute subject to further approval of the members, in accordance with the by-laws, in line with such recommendations for divisions as may be made by the code authority.

The joint code control committee and the code authorities of both industries, as well as the Packaging Machinery Manufacturers Institute and the Canning & Packing Machinery Institute, are giving attention to the definitions of industries in other codes of fair competition so as to prevent unnecessary or potential overlapping in the jurisdictions of codes and the consequent difficulties that would accrue to the members of the various industries concerned.

Negotiations are under way, at the suggestion of the National Recovery Administration, for the inclusion of other groups in the respective trade associations and for their operation under the canning and packing machinery and packaging machinery codes and the officers and the code authorities of the respective groups have been given authority to conduct preliminary negotiations for amalgamations with the Institutes as the occasion may arise.

Plans have been laid for a meeting of the Packaging Machinery Manufacturers Institute during the Packaging Exposition and Conference at the Hotel Astor in New York in the early part of March.

On the problem of the jurisdiction of codes of fair competition the following basic principles were laid down by the joint code control committee:

1. That any machinery and/or equipment, product or products made for and sold exclusively to the canning and packing industry shall be required to be sold under the code of fair competition of the canning and packing machinery industry.

2. That any product made for and sold to a number of industries and/or markets shall be required to be sold under the code of fair competition covering such product or products, such as the code of fair competition for the packaging machinery industry and trade.

To Hold New England Show

The first New England Drug Show, Health Fair and Beauty Bazaar, to be held the first week in April at Mechanics Building in Boston, is being received with keen enthusiasm throughout the entire drug industry. Extensive preparations are well under way, and the leading manufacturers in the field are cooperating to the fullest, with daily reports adding still further to the already heavy reservation list. With the automobile shows and food fairs as a barometer, it is estimated that a daily attendance of 25,000 may be anticipated.

Program Plans for Packaging Show

A meeting of the Packaging Council, presided over by Irwin D. Wolf, on January 8, discussed plans for the forthcoming Packaging Exposition to be held this year at the Hotel Astor, New York, March 13 to 16. It was decided to extend the packaging clinics which have been a most successful part of the programs of past expositions and to alter the plan so that packages on which it has already been decided to make changes will be considered and discussed by a prominent group of designers, packaging engineers and others. The formal program will include speakers of national prominence in merchandising and the theme of the entire convention will be the relation of the package to sales promotion plans.

Reports at the meeting indicated that the number of exhibitors who have thus far taken space exceeds that of last year by about 20 per cent and it is believed that this ratio will be maintained so that the coming Exposition will be the largest ever held.

Drug Trade Dinner Plans Progressing

Committees of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., are working at top speed on plans for the annual Drug Trade Dinner which this year will be held on March 8 at the Waldorf-Astoria, New York. The dinner has come to be probably the most important drug trade event in the United States and it is believed that this year more than 1,000 members of the trade will attend. At a luncheon meeting to the trade press, held at the Drug & Chemical Club January 9, tentative plans regarding speakers and other arrangements were disclosed. While these are still in the formative state and cannot as yet be published, they indicate that those in attendance at the dinner will be well repaid for their evening.

A meeting of the Board of Trade at the Hotel Astor January 10 elected directors for the coming year and went on record as urging that plenary powers be given to the New York City authorities in the present emergency.

Liggett Sale to United Drug Authorized

John E. Joyce, referee in bankruptcy for the Louis K. Liggett Co., approved an offer of \$9,915,863 by the United Drug Co. for the assets of the bankrupt concern December 30. Acceptance of the offer had been recommended by the trustees in bankruptcy who were authorized to proceed with the sale.

Referee Joyce approved the offer over the opposition of the Chase National Bank, trustee for bondholders of Liggett Building, Inc., a subsidiary, saying that he had the responsibility of accepting a tangible offer or allowing it to lapse. The action is subject to approval or disapproval by the United States District Court, a judge of which will be asked to sign an order directing the sale.

The offer provides for the payment of \$7,300,000 in cash for the assets of the company and the assumption by the purchaser of trustees' liabilities of \$2,615,863. If the sale receives final approval, the properties are to be taken over as of October 31, 1933.

TRADE NOTES



Lewis Resigns From Arden

Thomas J. Lewis, for many years head of the wholesale division of Elizabeth Arden, Inc., New York, severed his connection with that company January 1. He left soon afterward for a vacation in Florida, and upon his return will probably have an announcement to make regarding his plans. Mrs. Florence N. Lewis (Elizabeth Arden), president of the company, has assumed charge of the wholesale division.

Buck Heads Smith, Kline & French

J. Mahlon Buck, formerly first vice-president of Smith, Kline & French, Inc., wholesale druggist, Philadelphia, was elected president of the company at a meeting of the board of directors recently. Mr. Buck, who also was appointed general manager, succeeds the late Walter V. Smith who died early in November. C. Mahlon Kline was re-elected chairman of the board. Other officers chosen were: Grant R. Graham, J. F. G. Breen, and J. Mervin Rosenberger, vice-presidents; Howard E. Smith, secretary, and J. L. McCurdy, treasurer.

Matchabelli Warns Against Counterfeits

Prince Georges Matchabelli, head of Prince Matchabelli Perfumery Corp., New York, published an advertisement in several newspapers recently warning the public against purchasing alleged counterfeits and "fraudulent reproductions" of his perfumes. The advertisement stated that some cut-rate perfume shops and drug stores offer what they call "reproductions" of several Matchabelli odors with the words "reproduction" or "copy" so small that it is scarcely noticeable. These imitations are absolute frauds, the Prince claims. He also warns against peddlers offering perfumes in Matchabelli bottles the contents of which, he says, very often is nothing but colored water.

The company, which recently transferred its sales office to 724 Fifth avenue, New York, has announced the addition of Nicholas Demidoff to its sales force.

Haskins Expanding Soap Business

Haskins Brothers & Co., soap manufacturers, Sioux City, Ia., have sold the Haskins terminal, a three-story brick building in the stockyards district, to the Kay-Dee Feed Co. The step is one of expansion for both companies. The Haskins company will retain manufacturing space in the terminal building, but will also open an office in the business section of Sioux City.

Godefroy Buys Plant Site

Godefroy Manufacturing Co., St. Louis, manufacturer of cosmetics and hair preparations, has purchased the property and buildings located at 3510 Olive street. On this site will be located the new two-story addition to the Godefroy plant.

Rosenthal, Earle Sales Manager

Herbert D. Rosenthal, well known in the trade through his association with Coty, Inc., and Les Parfums Marly, has been appointed sales manager of Marie Earle, Inc., manufacturer of beauty preparations, New York. The appointment includes the managership of the Rallet Corp., an allied organization.



H. D. ROSENTHAL

Mr. Rosenthal made his debut in the toilet preparations industry in 1925 as representative for Coty, Inc. His ability was reflected by repeated promotions, and by the end of 1928 he was in charge of an important territory in the Middle West. In 1931 he joined Les Parfums Marly as assistant manager of the sales department.

Known in the industry in practically all parts of the country, Mr. Rosenthal has been particularly interested in the improvement of conditions and relations existing in the trade. His activity in this direction was recognized by his being elected president of the National Association of Toilet Goods Salesmen in 1933.

Bourjois Salesmen Meet

The annual sales meeting of Bourjois Sales Corp. was held in the Empire State Club, New York, December 18, 19 and 20. Pierre Wertheimer, president of the company, who had made a special trip from Paris to attend the meeting, addressed the sessions. Executives from the New York and Rochester offices and all senior salesmen were present. Ralph H. Aronson, vice-president and general manager, conducted the meeting.

General policies for 1934 were discussed at length and plans formulated. An entertainment feature of the conference was a theatre party given by the company when the salesmen attended "As Thousands Cheer." The men left on the night of December 20 on time to be home for the Christmas holiday.

Boncilla Organizes in London

Boncilla Laboratories, Ltd., has been organized in London with a capital stock of £3,500. The object of the new corporation, as stated in its application, was to acquire the (British) good will of the business of Boncilla Laboratories, Inc., of Indianapolis, including the use of the word "Boncilla" and any trade marks used in connection therewith, and to carry on the business of manufacturers of and dealers in cosmetics, scents, perfumery, creams, soaps, powders, etc.

Gartlan Joins Harper Organization

Following a thorough test campaign in a Mid-Western city, just completed, Martha Matilda Harper, Inc., Rochester, N. Y., has announced an extensive newspaper campaign, soon to be released in New York. The sale of "Harper Method" hair tonic and "Harper Method" ointment through drug and department stores will be promoted, it was divulged by company officials. To assure definite and liberal profit to the trade as well as adequate protection to the 500 exclusive Harper Method Shops now established, a price-stabilization program will be introduced, which proved very satisfactory in the test campaign.

Joseph V. Gartlan, well known to the New York drug trade, has been appointed sales manager in charge of the New York sales and merchandising activity. According to Mr. Gartlan, distributors are being carefully selected, not only for standing and for location, but for the type of business that will reflect to the interests of all in the arrangement.

Initial advertising, using large space in four New York newspapers and the *New Yorker*, will feature "Harper Method" hair tonic as the basis of the famous "Harper Method" treatment, used exclusively for 45 years in Harper shops. A small booklet will be inclosed in each carton, telling how to take the Harper treatments at home. New window displays and counter cards have been prepared for distribution to the trade.

The Middle Atlantic States Harper Method Association held its annual convention at the Astor hotel, New York, January 15 and 16. Officers and executives of Martha Matilda Harper, Inc., addressed the 150 members on numerous subjects of interest to beauty shop owners.

An important feature was the announcement of a definite campaign to interest men in Harper hair tonic and other preparations. This is being done by an elaborate advertising campaign in leading newspapers in the metropolitan territory of New York and advertising in *The New Yorker*.

Entertainment included tea in The Orangerie at the Astor, and an informal dinner, at which prizes for work during the past year were awarded.

Colgate Offices to be in Jersey City

Confirmation has been secured of numerous rumors to the effect that the general offices and headquarters of Colgate-Palmolive-Peet Co., Chicago, are to be moved to the old Colgate plant at Jersey City. S. Bayard Colgate, president, states that the change will take place about April 1, its date depending upon the completion of improvements to the administrative building in Jersey City. Work is now progressing rapidly, and the building is being entirely renovated and redecorated, two stories being added.

The headquarters of the company were moved to Chicago in 1928 at the time of the merger of Colgate & Co. with Palmolive-Peet Co. to form the present corporation. Branch accounting and sales offices will be maintained on the 13th floor of the Palmolive building in Chicago, and the rest of the space occupied in that building will be available for general rental.

Mr. Colgate, in making the announcement, stated that the contemplated move is for the purpose of reducing the company's overhead and increasing its efficiency.

In a statement to department heads regarding the change, Mr. Colgate said: "Our board of directors has decided that the best interests of the company will be served by moving our headquarters back to our largest plant. The largest part of our manufacturing operations are carried on in the New York metropolitan district, both at the Kirkman plant in Brooklyn and at our main plant in Jersey City, which was also the headquarters of Colgate & Co. before the merger. Much of our clerical and accounting work is also done at this location. Our Chicago and Jersey City offices are about equal in size as far as numbers of people employed are concerned.

"Since coming to Chicago in March of last year I have been more and more impressed with the loss of time, money and efficiency necessitated by the constant travelling of executives between these two points.

"The result of a careful study indicated our main plant at Jersey City as the most desirable location for headquarters. The construction of a two-story addition to our present office building at that point is now under way, and I hope will be completed in time for the transfer of activities about the first of April. Our Chicago branch accounting and sales offices, which occupy the thirteenth floor of our building, will remain. The rest of the space occupied by the company in the Palmolive building is approximately 11 per cent of the total, and is of a nature which lends itself readily for use as general office space. Our company will continue its ownership of the building, and the same high standard of service and maintenance which has made the building outstanding in Chicago will be continued.

"I deeply regret the inconvenience which this move will bring to our employees who will be transferred to Jersey City. I have moved enough times myself to realize what this means and yet, in the interests of reducing the company's overhead and increasing its efficiency, I know this move has to be made."

Louis Cohn, central states divisional sales manager, has resigned to establish a merchandise brokerage business of his own in Chicago. He was associated with the company and its predecessors for many years.



JOS. V. GARTLAN

House of Seager in New Quarters

Beginning in January, according to the House of Seager, Hollywood, Calif., cosmetic manufacturer, this company will launch an intensive advertising and merchandising campaign for its new "Dawn of Hollywood" line, introduced for the first time on the West Coast in the O'Connor-Moffatt department store, San Fran-



NEW QUARTERS OF HOUSE OF SEAGER

cisco, a few months ago. Besides the new product, the House of Seager also manufactures, under its own name, a group of preparations for beauty shop distribution. "Dawn of Hollywood" is being merchandised exclusively through department stores and by means of lecture-demonstrations. The merchandising program includes, besides newspaper advertising, radio broadcasts featuring the company's specialty, "Dawn of Hollywood Luminous Make-up" with which a luminous eye-shadow in violet, blue, bronze, platinum, gold and green is also featured.

The House of Seager recently moved into its new building at 5971 W. Third street, Hollywood. Its former location was on Hollywood boulevard. It is understood that King C. Gillette is associated with Helaine Seager in the affairs of the company.

Products of "Dawn of Hollywood" are packed in attractive containers that present a red and white color scheme throughout in labels and caps. This color combination is used also in all advertising matter. The line of products covers the following beauty aids: in the avocado division, tissue cream, wrinkle cream, pore cream, beauty milk, and plastic mask; in the hormone products, tissue cream, wrinkle cream, pore cleansing cream, and muscle oil. In addition to these in the "Dawn of Hollywood" line are face powder blends, a moist powder base, skin toner, dry rouge, mascara, eyebrow pencil, lipsticks and paste rouge, lilac lotion, lilac liquefying cream, a pore cleansing cream, and the luminous make-up and eye-shadow as mentioned.

Referred to "Lifebuoy"

A visitor, strolling into an office in the trade, noted that quite a few of the young ladies were rather good looking and remarked to the telephone operator:

"The percentage of pulchritude here is fairly high," and to his amusement she replied:

"Yes, they never open a window!"

Congratulating Mr. and Mrs. Washburn

Mr. and Mrs. W. O. Washburn, Jr., of St. Paul, Minn., are the parents of a baby girl born November 20. Mr. Washburn is secretary of the A. J. Krank Co., of that city, manufacturers of the Krank line of toilet preparations. The child, who has been named Jane, is the first child to be born to the W. O. Washburn, Jr., and is the second grandchild of W. O. Washburn, president of the company. The other granddaughter, Katharine, age 9, is the daughter of A. O. Washburn, vice-president.

Dunhill's Cosmetic Department

A feature of the smart new shop opened by Alfred Dunhill of London in the British Empire building in Rockefeller Center, New York City, is the handsomely appointed cosmetic department. Finely constructed display cases on whose shelves are arrayed leading brands of toilet preparations dominate the tastefully decorated room. Also there is a large dressing table equipped with mirrors and lights and all of the requisites for applying a proper make-up.

Boro Laboratories Buffalo Branch

Boro Laboratories, Newark, N. J., manufacturers of cosmetics, have taken space at 1674 Main street, Buffalo, N. Y., for manufacturing purposes. John McKeown will act as manager of the Buffalo branch.

Package Evolution Shown by Display

The accompanying photograph is of an unusual display of packages at the offices of Colonial Dames, Ltd.,



Hollywood, Calif. From left to right the photograph shows the original packages of the company adopted a number of years ago, and their gradual evolution to attractive modern styles. The display has attracted considerable attention among visitors at the company's offices.

Soap Company in New Quarters

The Baby-Glo Soap Corp., Buffalo, N. Y., recently moved to a new four-story factory, with a modernized plant, at the north-east corner of Clinton and Oak streets, where the company will be in a better position to serve its many customers.

"Outdoor Girl" Breaks Record

Frances Harrell Marsalis and Helen Richey, endurance pilots of the plane "Outdoor Girl," smashed the world's endurance record for women, December 30, when they set their plane down after 237 hours and 44 minutes in the air. The previous record was 196 hours and five minutes. The flight was held at Miami, Fla., and was backed by the Crystal Chemical Co., New York, manufacturer of "Outdoor Girl" cosmetics.

A persistent jinx threatened the flight from the beginning. Failure was met in the first attempt the first week in December when Miss Viola Gentry, original co-pilot suffered a serious attack of appendicitis after 21 hours in the air and was forced to return to New York. She was replaced by Helen Richey and the winning flight started at 1:03 p.m. December 20.

The refueling ship was piloted by Jack Loesing and Fred Fetterman, and refueling contacts were made in the daytime.

Monotony of pumping oil, pumping gas, putting oil in the reserve tank, greasing rocker arms every eight hours and making from seven to eight contacts during the day with the refueling plane was broken when a metal can containing meals slapped against the side of the plane ripping the fabric. Miss Richey made a repair of the damage before the fabric could be torn further by the wind.

The "Outdoor Girl" and its pilots were treated to an air celebration by Miami fliers when the record was officially broken, two days before the ship landed, when five or six planes went into the air with their pilots sending them in maneuvers about the "Flying Boudoir." Large crowds gathered at the airport for the record to fall and signalled their approval by honking auto horns.



MRS. MARSALIS WAVES GREETING AS RECORD GOES

With the celebration over about 7 p.m., December 28, the "Outdoor Girl" resumed her great circles of the field, the steady drone of the motor always within hearing distance of the hangars.

After the plane landed setting a new record, the co-pilots were speeded to a Miami hotel where they removed the grime and effects of the flight, before going into a sleep lasting 16 hours. They awoke to be flooded with congratulatory telegrams from all over the country. Before leaving for New York they were guests at a social function given by Mrs. Clark D. Stearns, former president of the Women's National Aeronautical Association.

Krouse Represents Elmo

G. H. Krouse has been appointed New York representative of the Elmo, Inc., manufacturer of toilet preparations. The company's headquarters is in Philadelphia.

Marriage of Sidney P. Voice

Sidney P. Voice, officer and director of the Consolidated Lithographing Corp., Brooklyn, N. Y., of which his father, Jacob A. Voice, is president, and of the International Banding Machine Co., Brooklyn, was married on December 26 to Miss Evelyn Sylvia Ash, daughter of Mr. and Mrs. Isadore Ash, by the Rev. Dr. Stephen S. Wise.



SIDNEY P. VOICE

The bride attended Woodmere Academy and Mont Choisi in Lausanne, Switzerland. Mr. Voice was graduated from Dartmouth College in 1927. After a wedding trip Mr. and Mrs. Voice will make their home in New York City. We extend our heartiest congratulations and wishes to the newlyweds.

Spooner Appoints Mid-West Representative

Spooner, Inc., New York City, manufacturer of cosmetics, has advised us of the appointment of Alfred M. Moskow, of Steubenville, Ohio, as Mid-Western representative. The factory and general offices of the company are located at 417 West 126th street, and have recently been expanded in anticipation of increased business in 1934.

Guempel to Join Weaver Jackson

George L. Guempel, manager of the toilet soap department of the Los Angeles Soap Co., has resigned his position effective February 1. At that time he will associate himself with the Weaver Jackson Sales Co. as vice-president in charge of sales. This company has been in business since 1887, and specializes in cosmetics for distribution on the Pacific coast.

Congratulating Mr. Borges

Walter F. Borges, general manager of the Industrial Soap Co., Milwaukee, manufacturer of soap flakes, was married December 20 to Miss Catherine Fox, daughter of Mrs. Lillian Whitcomb Fox, Milwaukee. The couple is making its home in that city.

Miles Talks on Perfume Making

F. J. M. Miles, of Sunland, Calif., well known perfumer, addressed a meeting of the Sunland Tuesday Afternoon Club in December. Mr. Miles compared the work of French and American perfumers, stating that the old world has no monopoly on good taste, refinement and fashion, and that the same qualities that had made the old world's reputation, lie dormant in America.

Neumann on Florida Vacation

We should hate to think that the Florida fishing trip from which John H. Neumann, of Neumann-Buslee & Wolfe, Inc., Chicago, has just returned, was a failure. But our suspicions are aroused by the fact that Mr. Neumann has no pictures of the catch for us to display to our readers. His explanation is that he fished in the Indian River and that there are no big fish in that estuary, although the small ones were caught in such numbers as to overload the boat. However that may be, Mr. Buslee assures us that he thoroughly enjoyed his vacation and that next time, pictures will be forthcoming.

Northam Warren Salesmen Confer

With the sessions featured by lively discussions of sales and advertising plans, Northam Warren Corp. held its annual sales conference at its New York headquarters January 3, 4 and 5. Eighteen of the company's salesmen were present to take part in the deliberations during the three-day period.

Advertising and merchandising programs for 1934 were presented by Northam Warren, president; P. W. Marshburn, vice-president, and O. C. Olin, sales manager. The sales force was congratulated on the showing made during the past year, and, in turn, promised a greater year in 1934 after receiving the new plans enthusiastically.

As usual, the company provided a fine round of entertainment for the salesmen. On Wednesday evening, January 3, they were entertained at dinner in the Pennsylvania hotel, and later were guests of the company at a theatre party. That popular musical, "Let 'em Eat Cake," was the show attended. Thursday night the men were left to their own devices, but on the following evening a banquet was held in the Waldorf-Astoria hotel, following which the party visited the studios of the National Broadcasting Co. in Radio City and witnessed the presentation of the "Cutex" program over WJZ.

Chase Division for Consolidated Safety Pin

The Chase Brass & Copper Co., Inc., Waterbury, Conn., has advised us that the container and closure business of the Consolidated Safety Pin Co. will be operated as a separate division of the Chase Brass & Copper Co., and the production of these products transferred to the Waterbury factory. The change was effective January 1, and applies only to containers and closures. The Consolidated Safety Pin Co. will continue to manufacture and sell its pins as before.

The new set-up has been arranged because of the increasing use of metal containers and closures. Through the change, the large manufacturing facilities of the Chase factory at Waterbury are made available. This is one of the most modern brass cutting-up plants in the country, and enables the new container and closure division to manufacture practically any type of metal container or closure.

Expert designers of Chase brass, copper and chromium giftware—whose practical vision of the needs and appeals of today have made these articles so universally popular—will be at the service of manufacturers, to redesign or suggest new containers and closures.

There will be no change in personnel. A. I. Quackenbush, who has been responsible for the sale of containers and closures of the Consolidated Safety Pin Co., will be in charge of sales of the new Chase Container & Closure Division. New York offices and exhibition rooms will be at 200 Fifth avenue.

Associates Honor Dr. Little

On the occasion of his seventieth birthday, Dr. Arthur Dehon Little on December 15 was presented by his staff with a specially bound and inscribed volume of the Morse collection of Japanese potteries. Actual presentation was made by Roger C. Griffin, director of tests, and a member of the board of directors of Arthur D. Little, Inc. Mr. Griffin is a son of Roger B. Griffin, Dr. Little's original partner when the organization was formed as Griffin & Little in 1886.



SALES GROUP OF NORTHAM WARREN CORP. MR. WARREN INDICATED BY ARROW

Ungerer Returns from Trip

F. H. Ungerer, president of Ungerer & Co., New York, has just returned from a trip through the Middle West. He visited Cincinnati, St. Louis, and other points, calling on the trade with local representatives of his company. Mr. Ungerer advises us that there is a general improvement in business in the territory which he visited, which, he believes, forecasts excellent conditions in the coming year.

Menke on New York Visit

Joseph Menke, president of Keystone Laboratories, manufacturers of perfumes, Memphis, Tenn., and Mrs. Menke, spent about three weeks in New York where Mr. Menke is contacting sources of raw materials and supplies. He advises us that November and December were the largest months which his company has



MR. LOWDEN, MR. MENKE, AND MR. LEMMERMEYER

ever seen, and he believes that business, especially in his territory, is steadily improving with prospects for 1934 very bright.

The accompanying photograph, showing Mr. Menke, M. Lemmermeyer, sales manager, and Lyle Lowden, member of the sales staff of Givaudan-Delawanna, Inc., New York, was taken on a recent visit to the editorial offices.

Awarded Nichols Medal

Dr. Henry C. Sherman, Mitchell Professor of Chemistry at Columbia University, has been chosen for the William H. Nichols Medal for 1934 for his achievement in vitamin research. The medal, awarded annually by the New York section of the American Chemical Society, will be presented to Dr. Sherman on March 9 at a meeting in the Chemists Club, New York.

Congratulating Mr. and Mrs. Kiehl

It is a pleasure to congratulate Mr. and Mrs. John Kiehl, on the arrival on January 12 of Thomas Low Kiehl. The young gentleman tips the beam at nine pounds and, with his mother, is making excellent progress at the Englewood Hospital, Englewood, N. J. Mr. Kiehl is connected with P. R. Dreyer, Inc., New York.

P. & G. Salesmen Meet

Salesmen of Procter & Gamble Co. from the United States, Canada, England and Cuba, numbering about 200, convened at the company's executive offices in Cincinnati the third week in December for a sales conference. The main feature of the conference was the presentation of the merchandising and advertising programs for 1934. Speakers at the meetings were R. R. Deupree, president; Clarence J. Huff, general sales manager; and Ralph F. Rogan, advertising director.

The sessions were concluded with a dinner at the Netherland Plaza hotel at which the salesmen were addressed by Mr. Deupree, William Cooper Procter, chairman of the board, and Herbert G. French, vice-president. It was the first conference held by the company in several years due to the great expense involved.

Tonnage sales have shown a gain of 10 per cent and dollar sales a larger percentage improvement for the current six months as compared with the corresponding period of 1932, according to Mr. Deupree. December sales have shown an even greater improvement over December, 1932, he said. In view of the trend, it was indicated that the 1934 advertising program will be substantially larger than that of 1933.

Meetings of district salesmen were held at several points throughout the country in addition to the principal conference.

Independent Drug Co., Jacksonville, Fla., closed a special sales campaign in connection with the purchase of a carload of Procter & Gamble soap, with the awarding of two bicycles to a boy and a girl for the highest number of votes. The outcome was announced on December 23, so the winners would have their prizes for Christmas.

Lane Drug Employees Celebrate

In appreciation of the splendid record made by the Jacksonville, Fla., division of the Lane Drug Stores, the company gave the employees a Christmas party at the George Washington hotel in Jacksonville December 26. Employees of the twelve Jacksonville stores attended. H. C. Naylor, president of the company, who was responsible for the party, being unable to attend wired Maxie Cannon, superintendent, his appreciation of the business done by the group. The company operates 37 stores. Seventeen are located in Georgia, 12 in Florida and eight in Tennessee. A report from all stores showed that an excellent Christmas business was enjoyed, believed to be considerably higher in volume than the past two years.

Armour & Co. Reports Profit

For the first time since 1930 Armour & Co., Chicago, has reported a profit for its Illinois and Delaware corporations and subsidiaries. A consolidated income statement issued January 1 shows a net income for 1933 of \$8,121,641 for the various units, against a loss of \$3,857,565 for 1932. Sales, in tons, were 10 per cent greater in 1933 than in 1932, but their dollar value, however, was \$452,000,000, compared to \$468,000,000 in 1932. The change was credited to lower prices.

Krank's Unusual Barber Sales Method

The A. J. Krank Co., St. Paul, Minn., developed an unusual method of keeping in contact with every barber of that state, from his introduction into business, as an outlet for beauty and barber supplies.

The factory is situated in the capital of the state on the road joining the twin cities. The cosmetic company, in conjunction with the Krank Barber Supply Co., its subsidiary organization, has offered the state a room with the barber equipment necessary for the state barber examinations.

Approximately 100 potential shop owners from the entire state meet here each month to give the haircut and shave that admits them to the profession, and they are made familiar with each product in the line.

It also affords an excellent opportunity to show the ultra-modern setup of the new Krank factory. The equipment is all on wheels to facilitate time saving from one short-time job to another. The stock room and factory are as spotless as a good housewife's kitchen. The almost antiseptic cleanliness which surrounds the manufacture and packing of the Krank products is stressed.

Tre-Jur Holds Sales Conference

House of Tre-Jur, Inc., New York, held its annual sales conference in the Waldorf-Astoria hotel, that city, December 27, 28 and 29 with 25 members of the company's sales force in attendance. The customary procedure of presenting advertising and merchandising plans for the coming year was the dominant feature of the sessions. The programs were outlined by Albert Mosheim, president of the company, as were plans for Gabilla, Inc., and Parfums Wesmay, affiliates of Tre-Jur. Much was heard of the "New Deal" in the discussions at the meetings, and it was the consensus of those present that the company will certainly receive its share of the anticipated prosperity in 1934.

The annual banquet was held at the Waldorf on the evening of December 28. Mr. Mosheim was the principal speaker before the 100 salesmen and their guests.

Dinner to Honor du Pont Manager

S. W. McCune, Jr., general manager of the E. I. du Pont de Nemours & Co., Inc., plant, Carrollville, Wis., and his successor, George E. Burd, were guests at a dinner attended by 300 employees of the firm at the Plankinton hotel, Milwaukee, December 22. Mr. McCune has been transferred to the main office at Wilmington, Del. Mr. Burd has been his assistant at Carrollville.

Announcement has been made by E. I. du Pont de Nemours & Co., Wilmington, Del., that beginning January 1, 1934, all plant employees who have been in the service of the company for one year or more will be given vacations with pay. The new plan will affect employees of the company's subsidiaries as well, bringing thousands within the scope of the eligibility list. Previously if a worker took a vacation, he did so without pay.

Barbasol Seeks Price Stabilization

The Barbasol Co., Indianapolis, Ind., has notified wholesale and retail dealers of a new price stabilization program and has sent them a schedule of suggested prices for Barbasol products, including shaving cream, razor blades and the new combination package which consists of shaving cream, razor and razor blades. A new 50 cent tube of shaving cream has been introduced to replace the 65 cent size which was to be discontinued January 15. Wholesale distributors have been told that the company will exercise its legal right to refuse to sell to distributors who do not respect the suggested resale prices.

Pelton Now With Pompeian Oil

Louis A. Pelton, for the last eight years sales manager for Grocery Store Products, Inc., New York City, has been appointed general manager of the Pompeian Olive Oil Corp., Baltimore, Md. Mr. Pelton is very well known in the grocery field, and at one time was sales manager for Kellogg Products, Inc., Buffalo.



SALES GROUP OF HOUSE OF TRE-JUR, ALBERT MOSHEIM, PRESIDENT, INDICATED BY ARROW

Palmolive Contest Doubled Sales

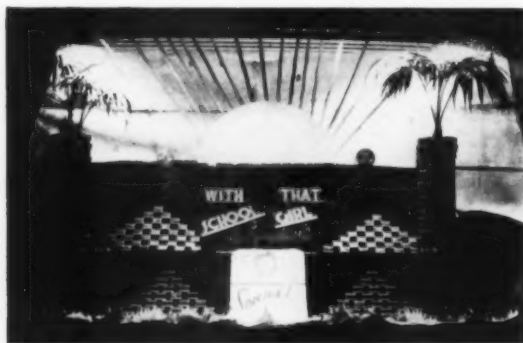
More than 20,000 dealers submitted photographs of displays in the "Palmolive" soap display contest which closed November 30 and in which judging has just been completed. Of these, 1,616 were selected to receive the \$12,000 cash prizes. The remaining contestants will all receive a "Palmolive Gift Box." Every state and virtually every locality in the country was represented in the competition.

The contest, the first of its kind sponsored by Colgate-Palmolive-Peet Co., Chicago, was praised by officials of the company, by the judges, and by contestants as a great stimulus to the sale of "Palmolive" soap.

E. H. Little, vice-president in charge of sales and advertising, in announcing the prize winners, said: "Although it has been impossible, thus far, to make a complete analysis of the results, a survey made among 178 of the contestants showed that their displays doubled their sales of 'Palmolive.' We have received statements from many dealers saying that during the time their displays were up, their sales of 'Palmolive' soap increased as much as five or six times."

The contest, which called for the use of "Palmolive" soap only in the making of a display, lasted for three months. To equalize the opportunities of the contestants, stores were placed in one of four groups, according to the size of the city or town in which they were located, and a complete set of prizes, from \$250 for first, down to 300 of \$5 each, was offered for each.

Judges were Louis Sommer, prominent Omaha grocer; Gerritt Vander Hooning, a director of the National Association of Retail Grocers and also prominent in the retail business in Grand Rapids, Mich.; and John C. Sheehan, president of the Minneapolis Retail Grocers Association. They were chosen for the job by Charles



ONE OF PRIZE WINNING WINDOWS

H. Janssen, secretary-manager of the National Association of Retail Grocers. Their task, they admitted, was one of the hardest of their careers. Mr. Vander Hooning said, "Never in my life have I seen so many unusual displays."

American Beauty Appoints Meisels

American Beauty Nail Polish Co., Inc., New York, has advised us that Arnold A. Meisels, who has had many years of experience in the cosmetic industry, and has a host of friends in this field, is now connected with its sales staff.

Firmenich Made Officer of Legion

We are pleased and gratified to report that Fred Firmenich, senior partner of M. Naef & Co., Geneva, Switzerland, manufacturers of aromatic chemicals, has been made an officer of the Legion of Honor. Mr. Firmenich is well known in the United States, where he has made many friends in the course of visits to this country on behalf of his house, which is represented here by Ungerer & Co., New York.



FRED FIRMENICH

The firm of Naef has been responsible for numerous scientific advances in the manufacture of fine chemicals for the perfume industry, and Mr. Firmenich has for many years devoted his splendid talents to the research work along these lines. His many friends in the United States will join us in heartiest congratulations.

Burma Reports Good Year

A complete repackaging of its line, payment in full of the regular dividend and the addition of new equipment were among the high spots of a successful 1933 season reported by the Burma Vita Co., Minneapolis, Minn., manufacturer of "Burma Shave." Clinton Odell, president, states that the second half of the annual 10 per cent dividend was paid December 15, 1933.

"We feel it is an achievement to announce that the profitable season we have just concluded was not marked by any cuts in prices or by giving away of gifts to encourage the sale of our products," he said.

The present system of advertising "Burma Shave" by the small "jingle" signs along the roadside will be continued, Mr. Odell said. At the present time there are 7,000 units, or 42,000 signs, along the roads and nearly every state in the country is covered.

New equipment to meet increased production includes the installation of a 400-gallon automatic, stainless steel unit to make shaving cream.

McKee Promoted by Colgate

W. W. McKee has been appointed manager of the Cincinnati toilet articles sales office of Colgate-Palmolive-Peet Co. This office controls sales of the company's toilet preparations in a large area comprising parts of Ohio, Indiana, Illinois, Kentucky, West Virginia and Virginia.

Mr. McKee was formerly in charge of the company's sales office in Omaha, Neb. A. N. LaBelle, formerly in charge at Cincinnati, has been transferred to Chicago.

Back From Western Trip

G. H. Smith, of Philipp Brothers, Inc., New York, dealer in zinc oxide, returned recently from a business trip through the Middle West. The company is represented in that territory by A. C. Drury & Co., Inc., Chicago.



NEW QUARTERS OF A. C. DRURY & CO.

1. Office of G. H. Suddard. 2. Office of A. C. Drury. 3. View of General Offices. 4. A Section of the Warehouse. 5. Vault for Robertet Naturals.

Drury in New Quarters

In keeping with the forward looking and progressive character and career of its founder, the raw material house of A. C. Drury & Co., Inc., Chicago, has just taken an important step in expansion of its facilities for the service of its many customers and friends throughout the United States. Leasing nearly an acre of floor space in the building at 219 E. North Water street, the company has placed itself in an enviable position to render the improved service which has always been its aim.

Our photographer was fortunate in securing the accompanying excellent picture of the new Drury headquarters just as one of the large ocean-going carriers,

upon which many products for distribution to manufacturers of cosmetics are brought from foreign lands, was tied to the building's private docks on the main channel of the Chicago river. The other photographs give only an idea of the splendid storage and office facilities enjoyed at the new address.

Most conveniently located from the viewpoint of conducting a business which relies largely upon its excellent import service, the building is splendidly equipped for the Drury organization. In addition to the docks to which cod liver oil from Norway, precipitated chalk from England, and a host of other products from the continent of Europe and other parts of the world can reach the Drury warehouses, either by transhipment



BUILDING THAT HOUSES NEW DRURY QUARTERS

at Montreal or by the Mississippi-Gulf deep water route, a nine-car siding of the C. & N. W. Railway comes directly into the building. Lighterage service as well as service through the tunnel place the building in direct communication with all depots in Chicago, and covered driveways for motor trucks afford shipping facilities by this rapidly growing method second to none.

Visitors to the company's offices also find the new address most convenient. It is situated only a block from the Tribune building and two blocks from the Wrigley building, which are usually considered the center of Chicago's new Northside development.

Mr. Drury organized his company in 1920, and his thorough knowledge of the industries which it serves, as well as his long and friendly contact with important consumers of raw materials, rapidly brought to the forefront in the Mid-Western trade. This local activity was rapidly expanded and the company is now known from coast to coast as a reliable source of chemical, drug and cosmetic materials. In 1928 the firm was incorporated under its present name with Mr. Drury as president and treasurer, G. H. Suddard, vice-president, and Henry Drury, father of A. C. Drury, secretary.

Its list of accounts includes many of the most important raw material houses, among them P. Robertet & Cie., manufacturers of floral products, Grasse, France, which is represented throughout the United States, and the following companies, whose products are handled in the Mid-Western territory: Colgate-Palmolive-Peet Co., (glycerine) Chicago; H. J. Baker & Bro., (chalk precipitated U.S.P.) New York; Sierra Talc Co., (talc "Sierra") Los Angeles, Calif.; Lockwood Brackett Co., (castile soap "Laco") Boston, Mass.; Plymouth Organic Laboratories, (stearates) New York; Schliemann Companies, Inc., (Russian white oils, U.S.P.) Hamburg and New York; Harkness & Cowing Co., (stearic acid) Cincinnati, Ohio; Philipp Brothers, Inc., (zinc oxide) New York; and Theodor Leonhard Wax Co., (sunbleached beeswax "TL") Haledon, Paterson, N. J.

Albek Moves to Coast

The sunny climate of California and its friendly people have found another willing subject in Albert Albek, for the past eight years secretary and sales manager of the Felton Chemical Co., Inc., Brooklyn, N. Y. The old Californian saying "First for a visit . . . then here to stay" has come true again.



ALBERT ALBEK

Mr. Albek will make his home in Hollywood and come East periodically to visit the New York headquarters of Felton Chemical Co., Inc., and some of his many friends in the trade. Preparations are now being made for the opening of a good-sized branch plant and sales office right in the center of Hollywood, where Felton bases, both in the perfume as well as in the flavor line,

will be produced on the spot. In addition, a large and well assorted stock of Felton aromatic chemicals will be kept at all times. The manufacturing operations will be in charge of the well known perfumer and cosmetic chemist, William M. Pauer, who has represented Felton Chemical Co. for the last few years, and who will be associated with Mr. Albek. A complete service laboratory has been installed for the working out of problems in the perfume, flavor, or cosmetic field for their numerous friends from Denver westward. The San Francisco branch will continue to be in charge of Dr. A. Doremus. The following states will be served directly from the Los Angeles office: California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona, New Mexico, Colorado and Wyoming, as well as El Paso, Texas.

Aside from the Felton line, Mr. Albek will import directly to the Pacific Coast, in his own name, a full line of essential oils from the producing countries, and represent leading manufacturers of lanolin, beeswax, gums, colors, etc., rounding out the line to enable his friends to get their requirements from spot stock.

Mr. Albek brings with him a life-long experience in essential oils, aromatic chemicals and cosmetics. Born and educated in Switzerland, he has travelled extensively here and abroad, and is intimately acquainted with the producers of essential oils abroad. As a lover of the great outdoors, mountain climbing, skiing, hunting and fishing, he will find in the Golden West a new field of enlarged opportunity, good friends and a new home.

Organize for "Tugwell Bill" Changes

More than 100 advertisers, wholesale and retail dealers and manufacturers of cosmetics, drugs and other articles organized a group called the "Minute Men" at a meeting held in Cincinnati recently. The purpose of the body is to promote certain changes in the "Tugwell Bill" to be considered by the next Congress as a substitute for the existing Pure Food and Drugs Act. Officials elected were Albert F. Baumgartner, president, and Joseph Schneider, secretary-treasurer.

For more information
page inquiry of
JYT-611

S. P. BRADY
Agents

Grand Excursion.

IN about a week there will be a Grand Excursion
on the Street Railway from Jefferson avenue to the

PERFUMERY WORKS,

35 Woodward avenue, where dealers in Flavoring
Extracts, Handkerchief Extracts, Hair Oil, Co-
lognes, Perfumes, Pomades, Fancy Soaps and
Toilet articles generally, can be furnished at the
lowest prices possible.

All goods warranted equal to any in the market.
ad-12-1m J. M. SEELY, Proprietor.

WANTED RENT

Seely, A Pioneer Advertiser

A seventy-year record of advertising was cited in a tribute paid by the Detroit *News* in the current issue of the *New Booster*, a monthly put out for its advertisers, to the Seely Extract Co. The Seely company, founded in 1862, was advertising in an August, 1863, issue—during the Civil War era—a "Grand Excursion" on the horse-cars, out to the new "Perfumery Works."

Ahles a New York Visitor

Harry J. Ahles, vice-president and Chicago representative of Arthur A. Stilwell & Co., Inc., New York, spent about ten days in New York early in January visiting his many friends here and conferring with officials of his company. Mrs. Ahles, and their daughter Mrs. William Perry Wells, accompanied him.

Much of his time was spent in conferences with Herbert W. Farrell, president and treasurer of the company, on plans for expanding the Stilwell business in the Mid-Western territory. On a visit to the editorial offices, Mr. Ahles advised us that the outlook for business in the Middle West during the next six months was excellent, that manufacturers of soaps, toilet preparations, flavors, etc., had found business during the final month of 1933 much better than they had anticipated and were making plans for a rapid recovery to normal activity during the first half of 1934.



HARRY J. AHLES

Continental Steps Up Operations

Operations of the three machine shops of Continental Can Co., Inc., located at Syracuse, N. Y., Chicago and Seattle, have recently been stepped up to supply the company's increased demand for new machinery, a considerable part of which will be required in connection with contracts recently made with oil refiners for the new non-refillable motor oil cans.

A total of 824 are now employed at these shops, including day and night shifts at Syracuse and Chicago. In the past two months employment at the company's machine shops has increased 16 per cent.

Some of the equipment now being made will go toward equipping the company's new can-making plants at Seattle, Wash., and San Jose, Calif.

In a year-end statement on the business outlook, O. C. Huffman, president of the company said:

"Present prospects for the can-making industry next year are bright. There is a likelihood that plantings will be increased and canning activity stimulated, conditions which in the past have usually followed a marked decline in the supplies of canned foods in canners' and distributors' hands. This condition currently exists, authoritative estimates putting these stocks at considerably less than those of a year ago.

"Total stocks of six of the seven principal canned commodities in the hands of representative canners on October 1, last, showed declines ranging from 13 to 64 per cent over similar stocks a year earlier, according to figures compiled by the Bureau of Foreign and Domestic Commerce.

"The demand for general line containers, which is more dependent upon general business conditions than that of packers' cans, should show improvement during the coming year, with the likelihood of improved general business in 1934."

Belmay in Larger Quarters

Belmay, Inc., New York, has advised us that it is moving its offices and laboratories to larger and more convenient quarters at 243 West 17th street. New telephone is CHelsea 3-2936.

Walter Mueller, well known in the trade for many years, formerly secretary of Morana, Inc., is vice-president and sales manager. He was for several terms secretary of the A. M. T. A.

Willard A. Walsh, who will also be associated with the company in an executive capacity, was formerly treasurer of Morana, Inc. He retired from that company and all connections with the essential oil trade several years ago. His many friends throughout the field, and among the consumers, will be glad to learn that he has resumed active association with the industry.

Budd Represents Polak & Schwarz

Budd Aromatic Chemical Co., 667 Washington St., New York City, has been appointed exclusive agent in the United States for Polak & Schwarz's Essence-Fabrieken, Zaandam, Holland.

The firm of Polak & Schwarz was established about 75 years ago specializing in the manufacture of aromatic chemicals and fruit flavors. The business expanded over these years, and at the present time two factories are operated, one at Zaandam and the other at Hilversum. The products of the firm are well known in the United States where they have been distributed for the last 15 years.

The Budd organization was established in 1931 by Ivon H. Budd and Harold L. Bishop. Mr. Budd has been identified with the essential oil business, with the exception of the time he served in the army during the war, ever since he was graduated from Cornell University in 1917. Mr. Bishop brings to his task as president broad experience in finance derived through years of association in the banking and affiliated fields.

In addition to handling the line of Polak & Schwarz,



IVON H. BUDD



HAROLD L. BISHOP

the company will manufacture specialties of its own under the direction of chief chemist William H. Dunne, Jr., who is assisted by William H. Dunne, Sr. J. A. J. Wynmalen, who has been identified with Polak & Schwarz for over a quarter of a century, is now associated with the Budd company in an official capacity. The laboratories of the company have been enlarged, and the concern plans to expand its activities to cover the entire United States.

Death of S. C. Stearns

Samuel Chapin Stearns, who was vice-president and treasurer of the Dionol Co., Detroit, died at his home in Detroit on December 13, at the age of 69. He was born in Buffalo, N. Y., and came to Detroit in 1886, where he joined the firm of his cousin, Frederick K. Stearns. He left the Stearns company in 1916, to found the Dionol Co. He was also president of another manufacturing firm, the En-Ve Co.

Mr. Stearns was a member of the Detroit Athletic Club, Detroit Boat Club, Boylston Club, Whorl Club, and Sons of the American Revolution. He leaves one daughter, Virginia Harcourt Stearns; one adopted son, Samuel Douw Stearns; and two brothers, Frederick H. Stearns, of Detroit, and Charles P. Stearns, of Buffalo.

Death of John Watson

John Watson, an accountant formerly associated with Colgate-Palmolive-Peet Co., died December 15 as a result of an automobile accident. He was 31 years old, and had been for the last few years connected with the Tung-Sol Lamp Works, of Newark, N. J.

He leaves a widow, Florence Farrell Watson, the daughter of Herbert W. Farrell, president and treasurer of Arthur A. Stilwell & Co., Inc., New York.

Death of Mrs. C. G. Euler

It is with deep regret that we record the death of Margarete Euler, wife of C. G. Euler, dean of the essential oil trade in the United States. Mrs. Euler passed away on January 5 at her home in Passaic. Funeral services were held at the residence January 7. She leaves her husband and two daughters, Charlotte Euler and Julia Holzrichter.

Death of Barnett Miller

Barnett Miller, secretary of the Ormont Drug & Chemical Co., Inc., Long Island City, N. Y., died at his home in New York on January 4 from injuries sustained in an automobile accident. Mr. Miller was born in Russia 61 years ago, but had lived in America practically all of his life. He leaves a widow, a son, Matthew, and a daughter, Adele Hoffman.

Death of Nathaniel A. Baldwin

Nathaniel A. Baldwin, traffic manager of National Oil Products Co., Harrison, N. J., died January 15 at his home in East Orange, N. J., in his 63rd year. Mr. Baldwin was a descendant of a pioneer New Jersey family, and was active in political circles. He had been with the National Oil Products Co. for fifteen years.

Joseph A. Mayer Dead

Joseph A. Mayer, who was associated in business with his son, Emil J. Mayer, owner of the Cincinnati Fruit & Extract Co., until his retirement some time ago, died December 23 at his home in Cincinnati. He had been ill for more than a year.

Death of Mrs. Charles L. Bartlett

Mrs. Clara L. Bartlett, widow of Charles L. Bartlett, at one time associated with Procter & Gamble Co. in Chicago, died January 13 at the Hotel Plaza, New York, in her 78th year.

Companies Expand Radio Work

Continued expansion of radio advertising by companies in the toilet preparations field is featured in news bulletins recently sent out by the National Broadcasting Co.

On January 12 Maude Adams, most glamorous figure of the American stage, appeared on the Pond's Extract Co.'s program in an adaptation of Barrie's "The Little Minister", in which she first achieved stardom.

On January 14 Lehn & Fink's Hinds program had as its guest star Lily Pons, famous coloratura soprano and star of the Metropolitan Opera Co. She was introduced by John Erskine, well known author and critic.

Pepsodent's "Junis Face Cream" program has been expanded so that Eddie Duchin and his Central Park Casino orchestra are being heard three times a week instead of twice, while Plough, Inc., has secured Vincent Lopez and his orchestra, and other stars, for weekly programs heard each Wednesday evening.

The Manhattan Soap Co. recently inaugurated a series of 15 minute broadcasts featuring Harriet Lee, popular songstress, and William Kennedy, new romantic Irish tenor. Ruth Jordan, beauty specialist, is also featured on the program which is presented every Thursday morning at 11.30.

Dr. Fink Receives Perkin Medal

The Perkin Medal of the Society of the Chemical Industry, awarded annually for valuable work in applied chemistry, was presented to Dr. Colin G. Fink of Columbia University at a meeting of the society January 5 in the Chemists Club, New York. Presentation of the medal, which was awarded Dr. Fink for his inventions in the fields of metallurgy and electrochemistry, was made by Professor Marston T. Bogert, also of Columbia, a past president of the society.

A. Ph. A. Offices Moved

The offices of E. F. Kelly, secretary of the American Pharmaceutical Association, and E. G. Eberle, editor of the association's journal, were moved January 1 to 2215 Constitution avenue, Washington, D. C. They formerly were located in Baltimore, Md.

Groville to Move Offices

Groville Sales Corp., selling agent in the United States for Potter & Moore, Ltd., Mitcham, England, has leased space in the R. C. A. building in Rockefeller Center, New York, and plans to move into the new quarters late this month. The company, now located at 501 Fifth avenue, is directed by George A. Stevens.

Wilson Chemical Elects Officers

The Wilson Chemical Co., Inc., Tyrone, Pa., at its recent annual meeting, elected the following officers: George C. Wilson, Sr., president; George C. Wilson, Jr., vice-president and treasurer; and J. C. McConahy, Jr., secretary.

Chicago News and Notes

THE annual business meeting and election of officers of the Chicago Perfumery, Soap & Extract Association was held December 28 at the Hamilton Club. The candidates on the regular membership ticket, consisting of Walter H. Jelly for president, J. H. Helfrich for vice-president and W. Kedzie Teller for secretary and treasurer, were elected unanimously.

Walter H. Jelly, the new president, is one of the most popular and active members in the association and goes into office with the confidence and support of the entire membership. Since joining the association, Mr. Jelly has devoted considerable time serving as chairman on various committees and was vice-president during 1933. Having had this past experience, he can be depended upon to select his committees with the utmost care.

The incoming vice-president, J. H. Helfrich, selected from the manufacturing group, is president of Helfrich Laboratories, Inc., Mr. Helfrich has always been one of the most loyal and ardent supporters of the association, giving his time and efforts cheerfully, especially on all matters pertaining to manufacturing problems and to the many local and Federal acts of legislation constantly confronting the industry.

The arduous duties of secretary and treasurer will be administered for another year by our congenial W. Kedzie Teller. Being a hard worker, conscientious and faithful is a hobby with Kedzie, so after establishing such a wonderful record as secretary during 1933, the members would not listen to anything short of another term for Mr. Teller.

In addition to the newly elected officers, the executive committee will be composed of Dudley F. Lum, of Givaudan-Delawanna, Inc., and Donald M. Clark, of the Franco-American Hygienic Co.

Bowlers Hold Christmas Tournament

The Bowling Auxiliary of the Chicago Perfumery, Soap & Extract Association held its Christmas bowling tournament December 20 at the Elks Club. Chairman Ray A. Morris, after allotting very liberal handicaps, reported the following members as winners of the turkeys:

L. A. Solo, Solo Laboratories, 537; H. B. Elwell, Pennsylvania Oil Co., 536; A. E. Miller, Orbis Products Trading Co., 534; Paul H. Pettit, Bree Cosmetics, 524; A. J. Sequin, Jr., Acme Powder Puff Co., 518; Ray A. Morris, Orbis Products Trading Co., 517; A. J. Anderson, Richard M. Krause, Inc., 516; Clarence Sequin, Acme Powder Puff Co., 498; Josepr DeLorme, Riviera Products Co., 487; J. H. Susanke, Dodge & Olcott Co., 478.

Chicago Men at Code Hearings

J. H. Helfrich, president of Helfrich Laboratories, attended the special hearing of the N.R.A. officials on the perfume, cosmetic and toilet preparations industry code in Washington on January 16 and 17. George A. Briggs, vice-president of All-n B. Wrisley Co., after a visit in New York, also went to Washington January 16 and attended the hearing.

Jones Has Costly Vacation Trip

Mr. and Mrs. Hal Jones motored to Florida, where they spent the Christmas holidays with "papa-in-law" Henry Beck at his delightful home in Bradenton. After basking in the sun and enjoying golf for several weeks, they returned to Chicago to find their apartment had been robbed of Oriental rugs and other treasured items during their absence.

Death of Andrew M. Lynch

Andrew M. Lynch, father of James J. Lynch, purchasing agent of Armour & Co., Chicago, died January 4. Mr. Lynch enjoyed the ripe old age of eighty-nine years, being born in Ireland in 1845. Leaving Ireland at the age of two years, he lived in Quebec for some time, moving to Chicago during 1864. He was the oldest member of the Chicago Board of Trade, joining that body in 1875, and also served several terms as president of the Chicago Board of Local Improvements. He leaves two sons and two daughters, all married.

Lyon Vacations in Florida

Howard S. Lyon, of Comfort Manufacturing Co., has shelved all business cares and worries for the next few weeks and will enjoy a much needed vacation in Florida.

Walgreen Building to be Enlarged

Walgreen Co. has completed the new addition to its office building at 744 Bowen avenue. This newly acquired space will be devoted entirely to administrative offices.

Blocki Made Honorary Member

John Blocki, president of John Blocki, Inc., was recently honored by being elected an honorary member of the Chicago Perfumery, Soap & Extract Association, of which he was one of the originators.

Convention of U. S. Sanitary Specialties

The U. S. Sanitary Specialties Corp. held its annual sales meeting December 29. The spacious offices located at 535 South Western avenue, were cleared of all office equipment to accommodate the 75 visiting salesmen. After listening to sales talks by the company officials, the meeting was turned into a New Year's party, featured by a banquet, and followed by dancing.

Colgate Moving to Jersey City

An article regarding the plans of Colgate-Palmolive-Peet Co. to move executive offices to the Jersey City plant about April 1, and a statement of S. Bayard Colgate, president of the company, regarding this change will be found in the Trade Note section of this issue.

A Keen Observer

Mary—"Did you hear Erica is marrying her X-ray specialist?"

Jane—"Well, she's lucky. Nobody else could ever see anything in her."—*The Phoenix Flame*.

Cosmetic Corporations Dissolved

More than 100 corporations indicated by name to belong to the drug, chemical, and allied industries were dissolved December 15 by proclamation of the Secretary of State of New York for failure to file corporation tax reports for a period of five years. Those in the field served by this magazine included Beacon Soap Co., Inc.; Eureka Perfume & Disinfectant Corp.; Hygrade Powder Puff Co.; and Hyrex Consolidated Vanilla Co. No addresses were given, but it is assumed that the majority in the list were located in New York City.

If a corporation has been declared dissolved through an error, reinstatement can be arranged through the Secretary of State's office without charge. Also, a corporation may be revived within a period of six months after the proclamation by the payment of taxes due and a fee of \$50.

Circulars, Price Lists, Etc.

Alsop Engineering Corp., New York City.—"So Long, Depression!"—"Roll up your sleeves, boys, the orders are piling high." Those are the words of Charles E. Crowley, vice-president in charge of sales of the Alsop Engineering Corp., directed toward the members of his organization.

"The corporation, manufacturing 'Hy-Speed' equipment has been among the leaders in the liquid processing industry for many years. The past few months have brought such an influx of orders and inquiries that it has embarked on a program of marked expansion. Realizing the unlimited possibilities in the immediate future, Alsop has laid out a comprehensive advertising campaign for the ensuing year. That campaign, in part, comprises several full-page advertisements in the leading magazines of the chemical, drug, and liquor industries.

"The advertising and publicity work will be conducted by Arthur Meares, a newly appointed member of the organization. Mr. Meares is located in the general office of the corporation, 39 West 60th street, New York."

A. C. Drury & Co., Inc., Chicago.—"Colorful Advertising Insert."—One of the most richly colorful advertising inserts we have had the pleasure of publishing for some time is that of A. C. Drury & Co., Chicago, in this issue. The combination of gold, red and black affords a very effective presentation of the Drury products.

Fritzsche Brothers, Inc., New York.—"Wholesale Price List, December 15, 1933."—This is the company's regular price list of essential oils, aromatic chemical preparations, flavors, colors, perfume bases, etc. Enclosed is a reprint of an article on "Use . . . and Misuse of Flavors," by John H. Montgomery, assistant secretary of the company, read before the production forum of the National Confectioners' Association in Chicago.

Plough, Inc., Memphis, Tenn.—"The Plough Share," January 2, 1934.—This number announces an increase of 20 per cent in the regular quarterly dividend rate as a result of the business done during the last year, which was the most outstanding in the company's history.

The company has also begun a nation-wide half-hour weekly radio program over the NBC network. The program is entitled "Musical Cruiser of the Air", and will feature such artists as Vincent Lopez and his orchestra, the King's Jesters, Tony Cabooch and Adele Starr.

Revue des Marques, Paris, France.—"Annuaire Repertoire des Industries de la Parfumerie et de la Savonnerie."—This handsome diary and year book contains a considerable amount of information regarding French trade marks and the French perfume industry. It is bound in boards, and a large part of the space is given over to advertisements of manufacturers of raw materials and supplies in France.

The Government Soap Factory of Mysore, Bangalore, India.—1934 Calendar desk pad containing 12 picture post cards which may be detached and used at the end of every month. Some characteristic views of the Garden City of India, the capital city of Mysore State, are included in this set, as well as pictures of the elephants which abound in herds in the jungles of the State of Mysore.

General Plastics, Inc., North Tonawanda, N. Y.—"Closure News," January, 1934.—As usual, this publication calls attention to the various new containers made of "Durez," several of which are illustrated, and gives a brief summary of the career of Lucian Bernhard, industrial artist. His photograph and pictures of two of his designs illustrate the item.

Merck & Co., Inc., Rahway, N. J.—"The Merck Report," January, 1934.—This issue is presented in a new and improved form. It contains many articles of interest and value to the retail druggist and is attractively illustrated. Several important products of the company, and news of the market are also featured.

P. R. Dreyer, Inc., New York.—"Catalogue "B"—This is a price list of "Dryad" perfume specialties for manufacturers of perfumes, creams, powders, cosmetics and allied products. It is conveniently arranged so that all of the items for use in each particular toilet preparation are grouped together.

Rossville Commercial Alcohol Corp., Terre Haute, Ind.—"Alcohol Talks, December, 1933."—This number discusses alcohol as an anti-freeze, and points out the advantages of the company's product.

Neumann-Buslee & Wolf, Inc., Chicago, Ill.—"Wholesale Price List, December 30, 1933."—Complete price list of raw materials for manufacturers of soaps, perfumes, toilet specialties, extracts, etc.

Foster Forbes Glass Co., Marion, Ind.—"Empty Bottles," December, 1933.—This is the Christmas number of the company's house organ, and contains news and gossip about the firm's employees.

Phoenix Metal Cap Co., Chicago, Ill.—"Sparks" from the "Phoenix Flame."—This is the Christmas number, and contains short items of popular interest.



Hazel-Atlas Glass Co., Wheeling, W. Va.—*Photograph of New Harriet Hubbard Ayer Packages.*—"Distributors and retailers have been enthusiastically receiving the improved Harriet Hubbard Ayer, Inc., packages. Not only, they claim, do they make better displays from a good looks standpoint, but their practicability make them even more saleable than before.

"All square, deep jars have been replaced by more shallow cylindrical containers so that the fingers may dip into the jar easily and leave no waste. All embossed caps have been superseded by smarter, plainer tops. Labels have been simplified for easier readability. And the jars contain the very same quantity as those they replace, so the price is unchanged. All-in-all changes have been made from a practical and style viewpoint without sacrificing the identity of Harriet Hubbard Ayer, Inc.

"These beautiful white jars and satin finished aluminum closures were designed and manufactured by the Hazel-Atlas Glass Co., Wheeling, W. Va."

* * * * *

Iowa Soap Co., Burlington Ia.—"Soap Chatter," December, 1933.—This number features the prize-winning letters in the jobbers' salesmen's contest conducted by the company.

* * * * *

Bakelite Corp., New York.—*Photograph of molded compact.*—The company has sent us the accompanying photograph of the handsome molded compact being marketed by A. L. Siegel Co., New York. It is assembled with powder, mirror and puff, and is molded of "Bakelite."



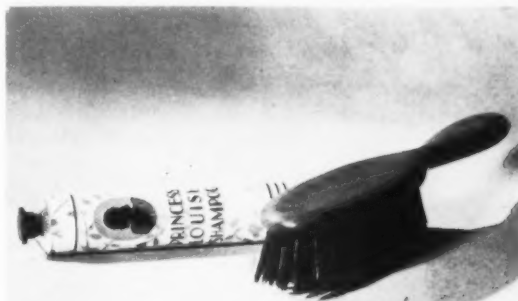
Martha Matilda Harper, Inc., Rochester, N. Y.—"Harper Method Progress," January, 1934.—This number contains several instructive articles for beauty shop operators, and hints for increasing business. It also contains news of the various Harper shops, and the program for the Harper convention held in New York, January 15 and 16.

* * * * *

Givaudan-Delawanna, Inc., New York.—"The Givaudanian," December 1933.—This number calls particular attention to the company's new "Lilac for Cream", and a business reply card is enclosed for convenience in securing samples. It contains also other material of interest to perfumers as well as a prize-winning crossword puzzle.

* * * * *

A. H. Wirz, Inc., Chester, Pa.—*Tube for "Princess Louise Shampoo."*—The company has sent us a very unusual collapsible tube which it is manufacturing for the Pharma-craft Corp., Louisville, Ky., for use on that company's "Princess Louise Shampoo". In addition to



being handsomely decorated, the tube is embossed in pebbled design, the first decorated embossed tube, the company states, to be placed on the market. It is illustrated in the accompanying photograph.

* * * * *

F. J. Stokes Machine Co., Philadelphia.—*New Catalog of Tablet Making Machines.*—Among the new catalogs sent to us recently for review is a 44 page book, attractively printed in two colors, describing the F. J. Stokes Machine Co.'s line of tablet making machines and pharmaceutical equipment.

This catalog, 8½ x 11 inches in size so that it fits the stock filing cabinet, describes the expanded advisory laboratory service now offered by this company to tablet manufacturers, as well as its single punch and rotary model tablet machines, and auxiliary equipment such as counters, sifters and mixers, granulating mixers, oscillating granulators, drying closets, drug mills, coating pans, and polishing machines.

"Stokes" dryers, molds, kettles, capsule machinery, vacuum apparatus, water stills and special process equipment are also covered. The book is effectively illustrated not only with cuts of the machines themselves, but with interesting installation views showing the wide variety of fields in which tablet machines are now being used. Copies of this new catalog may be secured by writing the F. J. Stokes Machine Co.

Dodge & Olcott Co., New York.—*Price List, January-February, 1934.*—This is the company's regular price list of essential oils, flavors, oleo resins, synthetic aromatic chemicals, etc., for the drug, food, confectionery, perfumery and soap industries, including natural floral products of J. Mero & Boyveau, Grasse, France, and aromatic chemicals of Fabriques de Laire, Paris, France, for which the company is American and Canadian representative.

* * * *

New York Y. M. C. A. Schools, New York.—*"Decoding the N.R.A. Plan for Your Personal Progress."*—Folder describing course of instructions to "decode" the codes that have been created under the National Recovery Act, to analyze the implications of N.R.A., and to interpret its significance from the viewpoint of employers and employees in all lines of business.

Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Ave., New York.)

Poetry

FOLD OF DREAMS, by Pepita Crounse, 67 Pages, Limited Edition by The Stephen Daye Press, Brattleboro, Vt.

It is unusual for us to review poetical works in these pages but unusual interest attaches to the present volume because its author is the wife of W. L. Crounse, for many years Washington representative of the A. M. T. A. Mrs. Crounse both in the form and the substance of her verse deserves to rank well in the list of minor American poets. The work takes its name from one of the sonnets included in the volume:

Fold of Dreams

The bells of twilight now are softly calling
Leading my straying flock of sheep to me.
In dreams your unforgotten words are falling,
Rising and falling, over land and sea.
Oh, bringer-back of all bright mornings scattered,
Feed my night-sheep here in their dream-domain.
After all, what part of life has mattered,
Save that you taught me songs—of joy and pain.

The bells of twilight now are sweetly pealing;
The restless world goes whirling ever on.
Here in the fold of night, I find my healing;
I drop the bars of dreamland with a song;
And, in the sanctuary of my thought,
I hold the precious vision you have wrought.

S. L. M.

* * * *

A World of Scents

THE NEW PLEASURE, by John Cloag, 304 Pages. George Allen & Unwin, Ltd., London, 1933. Price 7s 6d

Prof. Adrian Frankby, an obscure biochemist, develops a new product which he calls "Gamma 8". Snuffed into the nostrils, this product intensifies the sense of smell so that the addict becomes conscious of

all sorts of pleasant and unpleasant scents of which he has hitherto been wholly unconscious. Not realizing the significance of his discovery, he is induced by his attorney, Claughton, to begin the manufacture of the new product on a large scale in conjunction with Jules de Rojacques, head of a world wide perfume syndicate.

The product, under the trade name "Voe", spreads throughout Europe and finally America, with far reaching effects on the habits of the people and upon civilization itself. As an example, "Voe" makes the odor of motor exhaust gasses so unpleasant that the gasoline motor car rapidly becomes obsolete, succeeded at first by a return of the bicycle and later by improved means of transportation. To tell more would spoil the reader's pleasure in the book.

Characterization and imagination are unusually excellent in this British work. It is easy and entertaining reading and in addition, there is much food for real thought in its pages.

S. L. M.

New Incorporations

Haviland Scents & Sachets, Inc., drugs, chemicals, 352 East 69th street, New York; \$25,000.

Cartier Parfumeurs, Inc., perfumes, cosmetics, Brooklyn; \$10,000. Filed by Abraham B. Hertz, 2 Lafayette street, New York.

Laure Co., Inc., cosmetics; \$10,000. Filed by Meyer C. Solomon, 200 Fifth avenue, New York.

Nidoi Products, Inc., toilet preparations; 200 shares no par value stock. Filed by H. Stewart McDonald, Jr., 72 Wall street, New York.

Julian, Inc., cosmetics, Dallas, Tex.; \$10,000. Incorporators: David C. Tallichet, W. C. Adair and Fred C. Dangeleisen.

House of Castleberry, Inc., cosmetics; 200 shares no par value stock. Filed by G. D. Zahm, 551 Fifth avenue, New York.

Kremola Co., cosmetics and toilet articles, 2975 S. Michigan avenue, Chicago; 250 shares par value common stock. Incorporators: Edna M. Forsyth, Harold N. Williams and Mildred L. Stretkluh.

American Cosmeticians Society, admitted to do business in Indiana to promote interests of cosmeticians.

International Beauty Shop Owners Convention & Exhibition, Inc., conducting conventions, exhibitions; \$20,000. Filed by David O. Kuh, 36 West 44th street, New York; Incorporators: Harry Scheiner, 129 East 51st street, Brooklyn; Rose Goldstein, 781 Belmont avenue, Brooklyn; and Pauline Chorna, 41-31 Frame place, Flushing, N. Y.

Geral Corp., cosmetics, 208 West Adams street, Chicago; 500 shares no par value common stock. Incorporators: Hallett W. Thorne, William F. Graul and Robert P. Gust.

Oil Specialties & Refining Co., Inc., oils, soaps, waxes; \$10,000. Filed by Harry Schulman, 299 Broadway, New York.

Business Records

Involuntary Petition

Standard Syrup & Extract Co., 200 North Jefferson street, Chicago. Creditors include J. D. Fletcher.

Canadian News and Notes

National Drug Makes Appointments

Gordon Slein, who has been on the selling staff of the National Drug & Chemical Co., in the Toronto district for some years, has been appointed general sales manager. This will mean his transfer from Toronto to Montreal. Another appointment in the same company is that in which "Bill" Davis, another of the company's well known salesmen, will succeed Mr. Mitchell, London, branch manager, who is retiring.

To celebrate the appointment and to give their fellow salesmen a chance to bid them farewell, a banquet was recently held by the Toronto branch of the company at the Royal York hotel when all the local salesmen were present together with the department heads and general manager Lander.

Squibb Plans Canadian Campaign

The trade will be interested to know that E. R. Squibb & Sons of Canada, Ltd., has extensive advertising plans under way for 1934. The campaign is said to be the most extensive ever put on by the company and calls for increased space in newspapers, magazines and professional publications. In all, the Squibb advertising budget will be increased over the 1933 expenditure by more than 125%. The significance of this may be readily understood when it is remembered that the 1933 expenditure was, in itself, a record year up until this time.

"One of the factors in the increased expenditure has been the improving outlook in national business," says John A. Huston, a director of E. R. Squibb & Sons of Canada, Ltd. "I have scanned the prospects annually for four years and can truthfully say that no year since 1929 has held out such promise of better things than does 1934."

MacFarlane Now College Registrar

M. R. MacFarlane, who was recently appointed registrar and treasurer of the Ontario College of Pharmacy, served his apprenticeship with Dr. D. R. McIntosh, Carleton Place, Ontario; graduated as Gold Medalist from the Ontario College of Pharmacy in 1899 and went to Almonte, Ontario, in the same year.

Mr. MacFarlane has had a distinguished career in his profession. In 1902 he was appointed an examiner at the College of Pharmacy and retained the position until elected to represent the Ottawa District on the Council of the Ontario College of Pharmacy. He now resigns that post because of his appointment to the registrar-treasuryship of the college.

Liggett Stores Christmas Trade Up

Describing the 1933 Christmas business, J. W. McCoubrey, general manager of the Liggett stores, said Toronto showed a 12 per cent increase, and Montreal about the same. The Ottawa business was bad, he stated. Winnipeg was about the same as last year, but Calgary and Edmonton showed considerable improvement.

Perfume Smugglers Believed Caught

With the arrest of two men entering a St. Catherine street drug store in Montreal, Royal Canadian Mounted Police believe that they have uncovered the source of a large quantity of smuggled perfumes with which the Canadian market has been swamped during the past several months. The two men appeared before a local judge and pleaded not guilty to a charge of having a quantity of perfume in their possession on which the Federal excise duty had not been paid.

For some time past reports have been received at the Royal Canadian Mounted Police headquarters that perfume was being offered for sale in certain stores at prices that could not be met by the retail trade in general. Following an investigation, it was discovered that the perfume in question had been brought into Canada without payment of the duty which amounted to 100 per cent or more.

On a Saturday evening, two men were seen entering a St. Catherine street drug store, one carrying a suitcase. They were arrested by the R.C.M.P. constables, and a quantity of perfume was found inside the suitcase, it was stated. On a later visit to one of the men's rooms in a hotel, more perfume was discovered.

Grocery Chains Selling Toilet Goods

New competition is appearing for wholesale and retail druggists in Ontario and Quebec. It is coming through wholesale and grocery organizations which are servicing groups of grocery and general stores.

From Montreal comes the announcement that Laporte-Hudon-Hebert, Ltee., which is an amalgamation of two French-Canadian wholesale grocery stores, is establishing drug departments as well as others. Among the stocks carried will be the better known lines of standard remedies, cosmetics, shaving soaps and creams, toothpaste, toothbrushes and other products which are among the best selling items in most drug stores. The grocery and general stores in Quebec Province and Eastern Ontario serviced by this firm and other Quebec Province wholesalers operate under the name of "Victoria." They total 635 in number.

Laporte-Hudon-Hebert is affiliated with the York Trading Co., of Toronto which along with some other associated Ontario wholesale houses supplies the Superior Stores, totalling 742. It is stated that their plan for 1934 is to expand their drug line to provide better service to Superior Stores in Canada. The grocery units are already buying and selling a number of drug lines, including toilet soap and others. It is likely that a number of these units will add several of the standard remedies and also toothpaste and shaving cream.

Speering Purchases Building

Speering Drug & Chemical Co., Toronto, has purchased a building and will install equipment for the manufacture of cosmetics and other pharmaceutical products.

Plan Association Product Endorsement

At a meeting of the Council of the O.R.D.A. held in Toronto recently, the idea of bringing into effect some form of putting official approval on preparations marketed through drug stores was discussed. One of the suggestions was to have a stamp of approval appearing on articles, and the questions was raised whether or not the O.R.D.A. could not work out some such plan. It was pointed out that obviously such a plan must deal with the quality of the preparation of the article, and in order to establish this a research department would be necessary.

Windsor Man is "Nalco" Cup Winner

The winner of the "Nalco" all-Ontario cup, donated each year by Northrop & Lyman Co., was H. M. Derbyshire, of Windsor, Ont. The winner played a lot of games and played them well. The runner-up and winner of the Toronto district was Norm. Strong, of the King Edward Pharmacy, Toronto. The prize for the Peterborough district was captured by Percy Bond. In Hamilton, it was Wilf. Langford and in Welland, Bill Smith. Each winner is entitled to a handsome cup which he will hold for a year.

The company has announced an attractive new "Persian Balm" display set consisting of five cards in six colors and gold. The set is designed to harmonize completely with the new package in which "Persian Balm" is sold and will effectively assist in promoting sales. Dealers are invited to send in their requests for this window set.

Lucas Now Valmont Sales Manager

W. J. Lucas is the newly appointed sales manager of the Valmont Co. of Canada, Ltd., which is the selling organization for "Kolynos" toothpaste, "Petrolagar," Saltrates, Ltd., and other lines. Mr. Lucas was graduated from the Ontario College of Pharmacy in 1920 and has conducted his own store in Toronto for some few years. He was the first secretary of the Ontario College of Pharmacy Alumni Association and is well known to O.C.P. graduates all over Canada.

Lyman's Bonus Offer

The Lyman Agencies, Ltd., Montreal, Toronto and Vancouver, has made the usual annual bonus offer on "Resinol" soap for the month of January and February. With this offer one cake is supplied free out of every dozen ordered. This bonus is supplied with an order given by the jobber and means extra profit for the dealer as the retail price remains protected at 25c per cake.

Brazil Doubles Duties on French Imports

A Brazilian decree of October 23 doubled the Brazilian import duties on products originating in, or proceeding from, France, as well as on French products proceeding from other countries, according to a cable dated October 25, to the Department of State, from Ambassador Hugh Gibson, Rio de Janeiro. The decree further provides that imports from France, as well as all exchange operations with France, are to be subject to special license from the Brazilian Ministry of Finance.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS REGISTERED UNDER UNFAIR COMPETITION ACT, 1932

Design: a blue panel, on the two opposite sides of which are sprays of yellow flowers. Food flavoring powders. Foo Hung Co., Vancouver, B. C.

Representation of two silhouettes of a human head. Hair preparations. Firma Hans Schwarzkopf, Berlin-Tempelhof, Germany.

"Field Day." Perfumery and toilet preparations. J. C. & J. Field, Ltd., 15 Upper Marsh, Lambeth, London, England.

Label for a can, background consisting of three distinctive horizontal panels, top one in orange, middle one in white and lower one orange. Against background are three discs in blue. Label for another can, divided into three rectangular panels, central one in dark green and other two in a lighter shade of green. Both for cleaning compounds. B. T. Babbitt, Ltd., Toronto, Ont.

"Skat." Soap of paste-like consistency. The Skat Co., Hartford, Conn.

"Curide." Soap. Johnson & Johnson, Ltd., Montreal, Que.

"Gabrieleen." Permanent waving solution, pads and machines. Gabrieleen Co., Inc., Chicago, Ill.

INDUSTRIAL DESIGNS

Closure cap or similar article, dominant features of which are a plurality of vertical ribs circumferentially spaced. Another closure cap or similar article, the dominant features of which are a plurality of decorations. Anchor Cap & Closure Corp., Long Island City, N. Y.

PATENTS

337,601. Peroxide solution stabilization. Canadian Industries, Ltd., Montreal, Que., assignee of Joseph S. Reichert, Niagara Falls, N. Y.

337,750. Hair tonic. Salem K. David, St. Gabriel de Brandon, Que.

337,890. Collapsible tube and cap assembly. Wheeling Stamping Co., assignee of Archibald W. Paull and John A. McGinnis, co-inventors, all of Wheeling, W. Va.

Prefer Soap Sticks in Argentina

Shaving creams are not popular in Argentina. Soap in sticks is preferred, for reasons of economy. Creams made in Argentina retail at \$1.40 for a tube of 60 grammes. Imported creams cost up to \$2.50 and can be sold only to an extremely limited market. Toilet soaps of domestic manufacture retail at about \$0.25 a cake (approximately \$0.065 U. S. currency, the paper peso at the present rate of exchange being worth about \$0.26 U. S.). Cheaper soaps are available, and the imported article ranges up to \$0.55 a cake. (*Consul Raymond Davis, Cordoba.*)

Rumania Levies Stamp Tax on Cosmetics

A stamp tax of 10 per cent of the sales price was imposed on all cosmetics and perfumes, whether of domestic or foreign origin, to provide funds for sanitation and health purposes, by Rumanian Royal Decree No. 2471, published in the *Monitorul Oficial*, Bucharest, October 3, 1933, and effective from that date, according to a report from Consul General Harold D. Clum, Bucharest.

Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue
New York City

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,938,592. Container closure. John M. Hothersall, Brooklyn, N. Y., assignor to American Can Co., New York.

1,939,502. Closing Mechanism for collapsible tubes. Karl

Kiefer, Cincinnati, Ohio; James A. Rheinstrom and Hugo Goldsmith, executors of will of said Karl Kiefer, deceased.

1,939,612. Liquid pervious container attachment. William H. Rose, Jersey City, N. J.

1,940,026. Shaving composition. Robert Forday Smith, Montreal, Quebec, Canada.

1,940,079. Powder can top. Albert L. Davis, Watertown, Conn., assignor to Waterbury Brass Goods Corp., Waterbury, Conn.

Patents



1,938,592



1,939,502



1,939,612



1,940,079



1,940,026



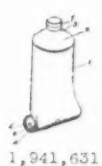
1,940,719



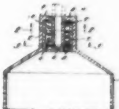
1,940,721



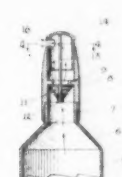
1,941,071



1,941,631



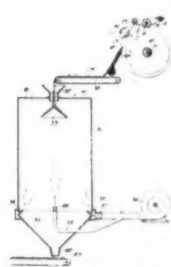
1,941,520



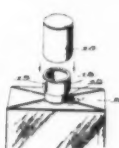
1,941,727



1,941,786



1,942,418



1,942,568



1,942,576



1,942,214



1,942,825



1,942,803



D 91,167



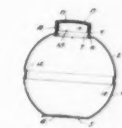
D 91,183



D 91,169



D 91,246



1,942,935



1,942,942



D 91,192



D 91,270

1,940,706. Leakproof collapsible tube. Gustave Aufricht, New York.

1,940,719. Squeeze tube container. Theodore Adolphe Joseph Le Blanc, Montreal, Quebec, Canada, assignor of one-half to Jean Marie Boulard, Montreal.

1,940,721. Bottle cap sealing device. John A. Martin, Indianapolis, Ind.

1,941,071. Container and closure means for the same. Donald E. Baxter, Los Angeles, Calif.

1,941,520. Self-sealing tube. Paul C. Wiegandt, Brooklyn, N. Y.

1,941,631. Collapsible tube. Eli Socoloff and Jack J. Kaufman, Atlanta, Ga.

1,941,727. Self-sealing dispenser for toothpaste and like commodities. Vance S. Wilcox, Los Angeles, Calif., assignor of one-half to Laurence D. Moore, Los Angeles.

1,941,786. Portable hand toothpowder dispenser. Albert Carley, Alfred Schmidt, and Karl Wunsch, Bridgeport, Conn.

1,942,214. Captive cap. Carl B. Knudsen, Mamaroneck, N. Y., assignor to Cap Coupler Corp., New York.

1,942,418. Method of drying soap flakes. Harry P. Forté, Newton Highlands, Mass., assignor to Lever Brothers Co., Cambridge, Mass.

1,942,568. Bottle. Henry J. Pawling, Salem, N. J., assignor to Salem Glass Works, Salem.

1,942,576. Dispensing tube. Raymond J. Short, Nutley, N. J., assignor, by mesne assignments, to Lusteroid Container Co., Inc., Mapewood, N. J.

1,942,801. Antiseptic and germicide. Edgar C. Britton, Midland, Mich., assignor to Dow Chemical Co., Midland.

1,942,928. Cosmetic container. Nathan Kasdan, New York, N. Y.

1,942,935. Powder box. Frederick R. Reutter, Waterbury, Conn., assignor to Scovill Manufacturing Co., Waterbury.

1,942,942. Collapsible tube. William F. Schmalz, Rockville, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

1,942,953. Container. John L. Bennett, Decatur, Ill., assignor to U. S. Manufacturing Corp., Decatur.

1,943,253. Toilet soap powder. William H. Alton, New York, assignor to R. T. Vanderbilt Co., Inc., New York.

Designs Patented

91,167. Design for a bottle or the like. Alphonse Del Monaco, New York.

91,169. Design for a bottle. Guy T. Gibson, New Rochelle, N. Y., assignor to Guy T. Gibson, Inc., New York.

91,183. Design for a bottle. George W. Aiken, Baltimore, Md., assignor to Carr-Lowrey Glass Co., Baltimore.

91,192. Design for a container. Vera Camille Grote, Chicago, Ill.

91,246. Design for a bottle. Rex K. McManamy, Clayton, Mo.

91,270. Design for a lipstick holder. Herbert H. Harris, New York.

Trade Marks

PEGGY SAGE
Fullman Kit
M308,683



331,941



339,741



340,803



342,334

Rokoli

342,550

CANPANA
343,024 + 343,025
+ 343,026
Roses of Picardy
343,366

NAMILON

343,656

KARESS

343,959

Mithram
M308,684



332,609

Protegin

333,674

MILKTEX

339,234

Hairgloss

341,018

DAZZLE

341,671

NEU-VUE

341,698

KANDU

342,388

Schofe

342,562

HINDS

343,320

peaches

343,948

Springtime

344,081

Paris

344,081

PEP-R-MINT
M309,415



333,987

MENTHOL

339,952

ESSENCE

341,725

"NOBLIS"

341,797

APEX

342,424

TARZAN

342,637

HELLE INTINE

343,142

Evening

343,146

Footone

343,504

FIANCEE

343,951

Evening

344,083

Paris

344,083

DVMAS
ORIGINAL VNSVANT
M309,432



337,417

CHATHAM

337,417

Leure d'Amour

340,197

NIRAX

341,798

SNOW

341,832

TWIN

342,452

MON IMAGE

342,699

Evening

343,146

Troussseau

343,496

Footone

343,504

FIANCEE

343,951

Paris

344,083

Esther
Rabston's



317,246

SHAMPOOLE

336,011 + 336,012

KOFTY

340,592

SYRUP

340,592

Mary Lou

341,944

Enviol

342,477

AP

342,703

ORIS

343,258

TRUBLOS

343,630

MANON

343,954

Bonjoie

343,956

Karess

343,958

Stirling



328,054

KURESEMA

338,187

HYDISTEAR

338,549

NORO

340,913

HEARLMAID

342,011

Federal

342,478

helicone

342,777

GLO-RNZ

342,852

CONTACT

343,290

SILVER

343,306

FIANCEE

343,952

Karess

343,958

Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

- 317,246.—Esther Louise Frey, doing business as Esther Ralston, Hollywood, Calif. (July 1, 1931.)—Cosmetics.
328,054.—Don Baxter, Inc., Glendale, Calif. (Apr. 11, 1932.)—Toilet preparations.
331,396.—William Beeken, doing business as Pureteed Co., Newark, N. J. (Oct. 14, 1932.)—Toilet preparations.
331,941.—Andrew N. Alexander, doing business as A. Alexander, New York. (July 1, 1931.)—Flavoring extracts.
332,609.—Associated Motion Picture Make-Up Artists, Inc., Ltd., Hollywood, Calif. (Feb. 26, 1932.)—Cosmetics.
333,674.—Th. Goldschmidt A.-G., Essen-on-the-Ruhr, Germany. (Oct. 15, 1930.)—Fatty material used as ingredient in cosmetics.
333,987.—J. L. Younghusband, Chicago, Ill. (Jan. 10, 1932.)—Depilatory.
336,011, 336,012.—Maurice Marks, New York. (Feb. 23, 1933.)—Soaps and shampoos and hair tonics, respectively.
337,417, 337,418.—Chatham Cosmetics & Drugs, Inc., New York. (Sept. 26, 1932; Apr. 19, 1933, respectively.)—Toilet preparations.
338,187.—Sam Hagler, doing business as Kuresema Chemical Co., New York. (1928.)—Toilet preparations.
338,549.—Will & Baumer Candle Co., Inc., Syracuse, N. Y. (Mar. 1, 1933.)—Stearic acid.
339,741.—Rose A. Hampel, Chicago, Ill. (Aug. 1, 1930.)—Toilet preparations.
339,934.—Arthur Harry Ferber, doing business as Ferbo Co., Bayonne, N. J. (Nov. 21, 1932.)—Flavoring agent.
339,952.—Lillian S. Tubin, doing business as Menthosol Co., Chicago, Ill. (May 16, 1933.)—Bath salts.
340,197.—Frederick H. Müller, doing business as F. H. Müller & Co., Chicago, Ill. (Aug. 1, 1931.)—Toilet cream.
340,435.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France. (June 16, 1933.)—Perfumes and toilet preparations.
340,592.—Liquid Coffee Products Corp., New York. (May 24, 1933.)—Flavoring extract.
340,803.—H. Michelsen Co., Ltd., New York. (1872.)—Bay rum.
340,913.—California Notion & Toy Co., Ltd., San Francisco, Calif. (Apr. 12, 1933.)—Toilet preparations.
341,018.—Firma Hans Schwarzkopf, Berlin-Tempelhof, Germany. (Jan. 16, 1932.)—Shampoo.
341,671.—James L. Younghusband, Chicago, Ill. (Aug. 25, 1933.)—Eye lash beautifier.
341,698.—Minnette Boyer Arnold, Forest Hills, N. Y. (Feb. 15, 1933.)—Cold cream.
341,725, 343,390.—Albert Durande, Inc., New York. (July 15, 1933, Oct. 23, 1933, respectively.)—Pine oil massage and shampoo.
341,797.—Keystone Lubricating Co., Philadelphia, Pa. (July 3, 1930.)—Sunburn preparation.
341,798.—Harry Hess, doing business as Chemical Utilities Co., New York. (July 15, 1933.)—Hand cream.
341,832.—Harry A. Ernst, Springfield, Mass. (Aug. 26, 1933.)—Preparation for softening the skin.
341,944.—Drexell Products Corp., Brooklyn, N. Y. (Aug. 16, 1933.)—Toilet preparations.
342,011.—Mearl Corp., Brooklyn, N. Y. (June 9, 1933.)—Pearl essence.
342,224.—Marion Lambert, Inc., St. Louis, Mo. (Aug. 10, 1933.)—Nail preparations and hand lotion.
342,320.—Rejuvia Beauty Laboratories, Inc., New York. (Sept. 8, 1933.)—Lipstick.
342,334.—J. R. Brundage, Inc., New York. (Aug. 28, 1933.)—Tooth paste.
342,388.—Jay R. Davis, doing business as Kandu the Great, New York. (Oct. 2, 1933.)—Perfume.
342,424.—Apex News & Hair Co., Inc., Atlantic City, N. J. (May, 1920.)—Toilet preparations.
342,452.—Marion Rasmus, doing business as Cambridge Laboratories, Eggertsville, N. Y. (June 4, 1933.)—Cosmetic preparation for skin and scalp.
342,477, 342,478.—H. Th. Bohme Aktiengesellschaft, Chem-

- nitz, Germany. (July 15, and Aug. 30, 1933, respectively.)—Soap.
342,518.—Murray Boster, doing business as Boster Laboratories, Cincinnati, O. (July 15, 1933.)—Mouth wash.
342,550.—William C. Picking, Denver, Colo. (July 1, 1932.)—Face creams, tooth powders.
342,562.—A. M. Alexander, Omaha, Neb. (Apr. 15, 1931.)—Hair waving preparation.
342,637.—Edgar Rice Burroughs, Inc., Tarzana, Calif. (July 22, 1933.)—Liquid, cream and cake soap.
342,699.—Lucien Lelong, Inc., Chicago, Ill. (Oct. 11, 1933.)—Perfumes.
342,703.—Harold J. Pemberton, doing business as A. Pem Co., Scott, Ark. (Jan., 1933.)—Hair tonic.
342,777.—Hyman & Hyman, New York. (July, 1933.)—Hair waving lotions.
342,852.—Murray Rock, Salt Lake City, Utah. (July 10, 1932.)—Color hair rinse.
343,024, 343,025, 343,026.—Campana Corp., Batavia, Ill. (Oct. 7, 1933.)—Toilet preparations and cleansing tissues.
343,120.—A. S. Hinds Co., Bloomfield, N. J. (Oct. 9, 1933.)—Toilet preparations.
343,142.—Vigny, Inc., New York. (Oct. 24, 1933.)—Perfume.
343,146.—Bourjois, Inc., New York. (Feb. 15, 1932.)—Toilet soap.
343,184.—Pepsodent Co., Chicago, Ill. (Aug. 15, 1933.)—Skin lotions.
343,258.—Trade Laboratories, Inc., Newark, N. J. (Aug. 31, 1923.)—Dental cream.
343,290.—Les Parfums Marly, Inc., New York. (Nov. 1, 1933.)—Face powder and perfumes.
343,306.—Procter & Gamble Co., Cincinnati, O. (Sept. 22, 1933.)—Stearic Acid.
343,366.—Frank C. Reilly, New York. (Jan. 11, 1932.)—Toilet preparations.
343,496.—Dentor, Inc., New York. (July, 1924.)—Paper facial tissues.
343,504.—Griggsby J. Fleshman, doing business as Fleshman Footone Co., Oak Hill, W. Va. (Nov. 24, 1931.)—Foot lotion.
343,512.—Lloyd Bros., Pharmacists, Inc., Cincinnati, O. (1891.)—Soap.
343,630.—Tru-Blos Co., Miami, Fla. (May 1, 1933.)—Perfume.
343,656.—Milton Krieger, New York. (Oct. 16, 1933.)—Nail polish and nail polish remover.
343,948, 343,951, 343,953, 343,957, 344,081, 344,083.—Bourjois, Inc., New York. (Nov. 7, 1933.)—Cleansing tissues.
343,952, 343,954, 343,956, 343,958.—Bourjois, Inc., New York. (1925, Nov. 7, 1933, Apr. 4, 1928, Jan. 1, 1921, respectively.)—Powder puffs.
**Trade Mark Registrations Granted
(Act of March 19, 1920)**
These registrations are not subject to opposition:
M308,683.—Peggy Sage, Inc., New York. (Oct. 12, 1932. Serial No. 331,289.)—Manicure sets.
M308,684.—W. J. Bush & Co., Inc., doing business as Potter & Moore, New York. (Mar. 1, 1913. Serial No. 330,778.)—Soap and shaving cream.
M309,415.—Trade Laboratories, Inc., Newark, N. J. (May 20, 1931. Serial No. 339,648.)—Dental cream.
M309,432.—Wilbur B. Hoy, State College, Pa. (Oct. 20, 1932. Serial No. 342,909.)—Skin emollient.

Pharmacists Hear Talks on "Tugwell Bill"

A meeting of the New York Section of the American Pharmaceutical Association was held at the College of Pharmacy, New York, January 8, for the purpose of annual election of officers and also to discuss the proposals of the new Food and Drugs Act.

Dr. Charles W. Ballard, professor in the College of Pharmacy, was elected president of the Section for the coming year.

James F. Hoge, a member of the New York bar, discussed the general aspects of the "Tugwell Bill" and the Copeland and Black bills. The cosmetic sections were discussed by S. L. Mayham of THE AMERICAN PERFUMER.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS					
Almond Bit., per lb.	\$2.20@	\$2.40	Guaiac (Wood)	2.35@	
S. P. A.	2.50@	2.75	Hemlock73@	.80
Sweet True65@	.70	Hops	9.00@	
Apricot Kernel ..	.24@	.30	Horsemint	2.85@	
Amber, crude24@	.30	Hyssop	40.00@	
rectified50@	.60	Juniper Berries ...	1.40@	1.65
Ambrette, oz.	46.00@		Juniper Wood60@	.62
Amyris balsamifera.	2.40@	2.75	Laurel	15.00@	
Angelica root	75.00@		Lavender, English..	32.00@	
seed	90.00@	200.00	French	2.65@	5.00
Anise, U. S. P.48@	.52	Lemon, Italian	1.25@	1.65
Araucaria	1.75@	1.85	Calif.75@	.90
Aspic (spike) Span.	.83@	.90	Lemongrass	1.20@	1.45
French	1.25@	1.50	Limes, distilled ...	7.50@	8.50
Balsam Peru	6.00@		expressed	11.00@	11.75
Balsam, Tolu, oz. ...	4.25@		Linaloe	1.40@	1.50
Basil	2.35@		Lovage	27.50@	
Bay	1.65@	2.00	Mace, distilled	1.35@	
Bergamot	1.90@	2.25	Mandarin	4.75@	7.50
Birch, sweet N. C. ...	1.50@	1.75	Marjoran	6.25@	
Penn. and Conn. ...	2.15@	3.00	Melissa	5.00@	
Birchtar, crude15@		Mirbane (see Nitrobenzol)		
Birchtar, rectified...	.55@		Mustard, genuine... 8.50@	10.00	
Bois de Rose	1.40@	2.60	artificial	1.85@	2.00
Cade, U. S. P.30@	.33	Myrrh	10.00@	
Cajeput55@	1.00	Myrtle	4.00@	
Calamus	3.50@		Neroli, Bigarade, p. 90.00@	150.00	
Camphor "white"21@	.24	Petale, extra	120.00@	175.00
Cananga, Java native	2.20@	2.35	Niaouli	3.45@	
rectified	2.75@	3.00	Nutmeg	1.35@	
Caraway	2.10@		Olibanum	6.50@	
Cardamon, Ceylon..	14.00@	25.00	Orange, bitter	1.70@	2.00
Cascarilla	60.00@		sweet, W. Indian. 1.50@	1.65	
Cassia, 80@85 p.c. ...	1.05@		Italian	1.30@	1.50
rectified, U. S. P. ...	1.25@	1.40	Spanish	2.80@	3.00
Cedar leaf70@	.75	Calif. exp.	1.20@	1.35
Cedar wood33@	.38	dist.60@	
Cedrat	4.15@		Origanum, Spanish. .85@	1.00	
Celery	9.50@	11.50	Orris root, con (oz.) 4.00@	5.00	
Chamomile (oz.)	3.00@	7.00	Orris root, abs. (oz.) 35.00@	50.00	
Cherry laurel	12.00@		Orris Liquid	18.00@	25.00
Cinnamon, Ceylon..	12.00@	20.00	Parsley	6.50@	
Cinnamon, Leaf	2.25@		Patchouli	3.25@	3.65
Citronella, Ceylon..	.43@	.48	Pennyroyal, Amer..	2.15@	2.40
Java52@	.57	French	1.55@	1.65
Cloves Zanzibar96@	1.10	Pepper, black	6.50@	
Cognac	18.00@	21.00	Peppermint, natural	2.75@	3.00
Capaiba57@	.62	redistilled	3.00@	3.20
Coriander	4.00@		Petitgrain	1.40@	1.65
Croton	2.20@	2.50	French	2.35@	2.50
Cubebs	3.00@		Pimento	1.30@	2.30
Cumin	8.00@		Pine cones	3.00@	
Curacao peels	5.25@		Pine needles, Siberia .85@		
Curcuma	3.00@		Pinus Sylvestris ...	2.00@	2.15
Cypress	4.35@	4.75	Pumilionis	2.20@	
Dillseed	3.15@	3.40	Rhodium, imitation. 2.00@	4.50	
Elemi	1.45@		Rose, Bulgaria (oz.) 6.00@	20.00	
Erigeron	1.30@	1.60	Rosemary, French..	.40@	.50
Estragon	38.00@		Spanish36@	.40
Eucalyptus30@	.32	Rue	2.50@	
Fennel, Sweet	1.25@	1.45	Sage	2.15@	
Galmanum	26.00@		Sage, Clary	30.00@	
Galangal	24.00@		Sandalwood, East ..		
Geranium, Rose			India	6.00@	7.00
Algerian	6.50@	7.00	Australia	6.25@	
Bourbon	6.25@	6.50	Sassafras, natural..	.85@	.90
Spanish	16.00@		artificial30@	.32
Turkish	2.10@	2.25	Savin, French	1.85@	2.00
Ginger	3.65@	3.90	Spearmint	1.25@	1.40
Gingergrass	3.00@	3.15	Snake Root	8.00@	10.00
Grape Fruit	3.00@		Spruce73@	.80
Conc.	24.00@		Styrax	7.00@	
			Tansy	2.20@	2.35
			Thyme, red60@	.70
			White90@	1.00
			Valerian	10.00@	
			Verbena	3.75@	7.00
			Vetivert, Bourbon ..	7.00@	8.00
			Java	10.00@	25.00
			East Indian	30.00@	
			Wine, heavy	1.40@	
			Wintergreen, S'thern	3.00@	
			Penn. & Conn....	5.00@	8.00
			Wormseed	2.05@	2.45
			Wormwood	3.25@	3.50
			Ylang-Ylang, Manila	29.00@	35.00
			Bourbon	5.00@	8.00
TERPENELESS OILS					
			Bay	4.00@	
			Bergamot	6.00@	
			Clove	4.00@	5.00
			Coriander	20.00@	
			Geranium	8.00@	12.50
			Grapefruit	45.00@	
			Sesquiterpless ...	85.00@	
			Lavender	5.50@	8.00
			Lemon	6.75@	14.50
			Lime, Ex.	50.00@	
			Orange, Sweet	78.00@	90.00
			bitter	90.00@	115.00
			Petitgrain	4.00@	
			Rosemary	2.50@	3.75
			Sage, Clary	90.00@	
			Vetivert, Java	35.00@	
			Ylang-Ylang	28.00@	35.00
OLEO-RESINS					
			Benzoin	2.50@	5.00
			Capsicum, U. S. P.		
			VIII	2.65@	3.00
			Alcoholic	3.00@	
			Cubeb	3.25@	
			Ginger, U.S.P. VIII	2.00@	
			Alcoholic	3.25@	
			Malefern	1.45@	1.60
			Oak Moss	6.00@	15.00
			Olibanum	3.25@	
			Orris	17.00@	28.00
			Patchouli	16.50@	18.00
			Pepper, black	4.00@	4.60
			Sandalwood	16.00@	
			Vanilla	5.00@	7.50
DERIVATIVES AND CHEMICALS					
			Acetaldehyde 50% ..	2.00@	
			Acetophenone	2.00@	3.00
			Acetyl Iso-engenol..	9.00@	
			Alcohol C 8	14.00@	20.00
			C 9	26.00@	40.00
			C 10	18.00@	30.00
			C 11	30.00@	40.00
			C 12	14.00@	25.00
			Aldehyde C 8	28.00@	
			C 9	45.00@	70.00
			C 10	30.00@	60.00
			C 11	35.00@	50.00
			C 12	32.00@	60.00
			C 14 (so-called) ..	15.00@	35.00
			C 16 (so-called) ..	17.50@	30.00
			Amyl Acetate85@	1.00
			Amyl Butyrate	1.00@	1.25
			Amyl Cinnamate ..	2.50@	
			Amyl Cinnamic Alde-		
			hyde	3.90@	4.00
			Amyl Formate	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00	Methyl Anthranilate	2.50@	3.00	Bismuth sub-nitrate	1.25@	
Amyl Salicylate	.75@		Methyl Benzoate	1.40@	1.75	Boric acid ton.	105.00@	115.00
Amyl Valerate	2.40@		Methyl Cinnamate	3.50@		Calamine	.16@	.20
Anethol	1.15@	1.25	Methyl Eugenol	2.90@	6.75	Calcium, phosphate	.08@	.08 3/4
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Ph'phate, tri-basic	.13@	.15
Benzaldehyde, U.S.P.	1.45@		Methyl Heptene C'b.	20.00@	36.00	Sulfate	.03 3/4@	.04
F. F. C.	1.55@	1.90	Methyl Iso-engenol	8.50@	12.50	Camphor	.53@	.65
Benzophenone	2.00@	4.00	Methyl Octine Carb.	24.00@	32.00	Cardamon seed	.65@	
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Castoreum	17.50@	
Benzyl Alcohol	.95@	1.50	Methyl Phenylac'tate	2.65@	3.00	Chalk, precip.	.03 1/2@	.06 1/2
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Cetyl Alcohol	.75@	1.50
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	6.50@	7.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	Ketone	7.50@	9.50	gal.	1.25@	
Benzyl Formate	2.90@	3.25	Xylene	2.50@	3.00	Citric acid	.35@	.40
Benzyl Iso-engenol	15.00@	25.00	Nerolin (ethyl ester)	1.50@	1.75	Civet, ounce	3.75@	4.50
Benzyl Propionate	2.25@	3.00	Nitrobenzol	.15@		Cocoa butter	.18@	.20
Benzylidenacetone	2.50@	4.00	Nonyl Acetate	48.00@		Clay, Colloidal	.03@	.03 1/2
Borneol	1.75@	2.00	Octyl Acetate	32.00@		Formaldehyde	.06@	1/2
Bornyl Acetate	2.00@	6.00	Paracresol Acetate	5.25@	6.00	Fuller's Earth, ton.	16.00@	30.00
Bromstyrol	4.00@	5.00	Paracresol Methyl			Formic acid	.12@	.16
Butyl Acetate	.60@		Ether	3.50@	5.00	Fatty Acids (See Soap Sec.)		
Butyl Propionate	2.00@		Paracresol Phenyl-			Guarana	.75@	1.25
Butyraldehyde	12.00@		Acetate	14.00@	20.00	Gum Arabic, white,	.20@	.22
Carvene	1.15@		Para Cymene, (gal.)	1.25@	1.65	amber	.09 1/2@	.12
Carvol	3.25@	4.00	Phenylacetaldehyde			Gum Benzoin, Siam	1.30@	1.50
Cinnamic Acid	4.00@		50%	5.00@	7.00	Sumatra	.24@	.30
Cinnamic Alcohol	3.25@	3.50	100%	8.50@	10.50	Gum galbanum	1.05@	1.15
Cinnamic Aldehyde	2.50@	3.50	Phenylacetic Acid	2.50@	4.00	Gum myrrh	.25@	.40
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Acetate	7.00@	10.00	Henna, powd.	.15@	.28
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Alcohol	4.25@	4.75	Hydrogen peroxide	.05@	.08
Cinnamyl Formate	13.00@		Phenylethyl But'rate	12.00@	16.00	Kaolin	.06@	.08
Citral C. P.	2.50@	3.00	Phenylethyl Formate	18.00@		Labdanum	3.50@	5.50
Citronellal	2.40@	3.00	Phenylethyl Pro-			Lanolin, hydrous	.18@	.22
Citronellol	2.25@	2.75	pionate	12.00@		anhydrous	.20@	.24
Citronellyl Acetate	3.75@		Phenylethyl Val'rate	16.00@		Lavender flowers	.24@	.55
Coumarin	3.50@		Phenylpropyl Acet.	8.00@	11.00	Magnesium, Carbon-		
Cuminic Aldehyde	62.00@		Phenylpropyl Alc'hol	6.00@	12.00	ate	.06 3/4@	.07 1/2
Dibutylphthalate	.30@	.36	Phenylpropyl Alde-			Stearate	.19@	.25
Diethylphthalate	.32@	.37	hyde	8.00@	12.00	Sulfate	.02 1/2@	.03
Dimethyl			Rhodinol	8.00@	20.00	Musk, ounce	15.00@	25.00
Anthranilate	6.25@	7.00	Safrol	.32@	.36	Oils, vegetable (See Soap Sec.)		
Dimethyl Hydroqui-			Santalyl Acetate	22.50@		Olibanum, tears	.13@	.30
none	3.75@	5.00	Skatol, C. P., (oz.)	7.00@	10.00	siftings	.08@	.13
Dimethylphthalate	.50@	.60	Styralyl Acetate	20.00@		Orange flower water,		
Diphenylmethane	1.75@	2.45	Styralyl Alcohol	20.00@		gal.	1.50@	
Diphenyloxide	1.20@		Terpineol, C. P.	.36@	.40	Orange flowers	.40@	1.00
Ethyl Acetate	.30@	.50	Terpinyl Acetate	.90@	1.15	Orris root, powd.	.20@	.75
Ethyl Anthranilate	5.50@	6.00	Thymene	.35@	2.75	Paraffin	.03 1/2@	.05
Ethyl Benzoate	1.20@		Thymene	.35@		Patchouli leaves	.16@	.20
Ethyl Butyrate	1.00@		Thymol	1.90@	2.75	Petrolatum, white	.06 1/2@	.10 1/2
Ethyl Cinnamate	4.50@		Vanillin (clove oil)	4.65@	5.50	Phenol	.16@	.20
Ethyl Formate	1.00@	1.25	(guaracol)	4.40@	5.00	Potassium, carbonate	.13@	.16
Ethyl Propionate	1.40@	2.50	Vetiverl Acetate	21.00@	25.00	Hydroxide	.07 1/4@	
Ethyl Salicylate	1.15@	2.50	Violet Ketone Alpha	5.00@	10.00	Quince seed	.90@	1.50
Ethyl Vanillin	15.00@	20.00	Reta	5.50@	8.00	Reseda flowers	1.50@	1.65
Eucalyptol	.60@	1.00	Methyl	5.25@	8.00	Rhubarb root, powd.	.28@	.50
Eugenol	2.60@	3.50	Yara Yara (methyl			Rice starch	.12@	.15
Geraniol, dom.	2.00@	6.00	ester)	1.50@	1.75	Rose leaves, red	.55@	.85
Geranyl Acetate	2.90@	4.00	BEANS			pale	.40@	.50
Geranyl Butyrate	6.00@	8.00	Tonka Beans, Para.	1.15@	1.40	Rose water, gal.	1.25@	
Geranyl Formate	5.00@	7.00	Angostura	2.40@	2.50	Salicylic acid	.40@	.45
Heliotropin, dom.	2.10@	2.40	Vanilla Bean			Sandalwood, chips	.45@	.50
foreign	2.50@		Mexican, whole	3.00@	4.50	Saponin	1.75@	
Hydratropic Al'hyde	25.00@	27.50	Mexican, cut	2.50@	2.75	Soap, neutral white	.19@	.23
Hydroxycitronellal	3.60@	10.00	Bourbon, whole	1.00@	1.25	Sodium, Carb. crys.	.01 3/4@	.02 1/4
Indol, C. P., (oz.)	2.25@	5.00	South American	2.00@	2.50	Phosphate, tri-basic	.03 1/2@	.04
Iso-borneol	2.30@		SUNDRIES AND DRUGS			Spermaceti	.22@	.25
Iso-butyl Acetate	2.65@		Acetone	.11@	.15	Styrax	.40@	3.25
Iso-butyl Benzoate	2.75@	3.25	Alcohol, 190-pf. gal.	2.37 1/2@	2.63 1/2	Sulfur, precip.	.17@	.20
Iso-butyl Salicylate	3.00@	6.00	Almond meal	.21@	.25	Tartaric acid	.27@	.30
Iso-eugenol	3.50@	4.50	Alum, potash	.03 1/4@	.03 1/2	Titanium oxide	.22@	.25
Iso-safrol	1.75@		Aluminum chloride	.10@		Tragacanth, No. 1	1.20@	1.50
Linalool	1.90@	2.75	Ambergris	32.50@	Nom.	Triethanolamine	.45@	.50
Linalyl Acetate 90%	2.50@	2.75	Balsam, Copaiba	.38@	.40	Venice turpentine, gal.	.30@	
Linalyl Benzoate	10.50@		Peru	1.30@	1.50	Vetiver root	.30@	
Linalyl Formate	10.00@	12.00	Tolu	.80@	1.10	Violet flowers	.95@	1.15
Menthol, Japan	3.00@	3.85	Fir, Canada, gal.	9.00@	12.00	Zinc Peroxide	.10@	1.75
Synthetic	2.25@	3.00	Oregon	1.25@	1.50	Oxide	.13 1/2@	.15
Methyl Aceto-			Beeswax, white	.40@	.45	Stearate	.21@	.28
phenone	2.20@	3.00	Yellow	.24@	.30			

New York Market Report

THE market for essential oils has marked time during the last month. As is usual immediately at the holiday season and during the early part of January and the inventory period, business has been very slack and trading limited to very small lots. However, prices on the list as a whole have been very steady and most items have shown a firmness quite contrary to the usual seasonal tendency. It is customary for prices all around to show a certain degree of weakness at this season largely on account of pre-inventory pressure and also a desire to sell immediately thereafter. This year there have been few resale offerings available, most dealers and consumers as well feeling that oils are good property, possibly, at this time, better than dollars.

Sentiment in the trade as a whole is to the effect that the worst of the period of low prices in the essential oil trade is definitely past and that from this time forward, both business and prices are expected to be more satisfactory to the sellers. In fact, the trend of the market is toward higher levels and while very few changes were made during the month under review, on account of the conditions mentioned, it is anticipated that higher levels will develop on many products as soon as the anticipated increase in business materializes.

Floral oils have been very quiet and prices, while firm, have not advanced further during the month. The situation is a firm one but the fact that further declines in the dollar in the foreign exchange markets have not taken place, and in fact, the dollar has shown some measure of strength recently, has prevented further material advances. Stocks of jasmin and lavender are light abroad and here and the situation in rose is not too favorable for the buyers at present. It is believed that more buying of these three products in anticipation of a further rise is probable.

Citrus oils have been dull and not much better than steady during the last month. Quotations for shipment are slightly softer and while spot prices are maintained, it is believed that both orange and lemon might be shaded a bit on firm business. The demand has dropped to very small proportions while supplies of both lemon and orange seem adequate for any requirements which might be presented during the next few months.

Domestic oils remain steady and peppermint and spearmint are steady in the country and locally. Neither is in much demand at present but holders are content to await some signs of activity. It seems unlikely that there will soon be a return to the very low levels of a few months ago. Wormseed is easier with little business and more offered. This market may improve when spring demand sets in. Wormwood remains as before, steady, but apparently in fair supply.

The group of miscellaneous products has been featured by the scarcity and strength in angelica root and seed, especially the latter. Prices on the former have advanced quite sharply while the latter is almost off the market with the little available held at levels nearly five times those usually considered normal. Citronella is steady with a very good movement to consuming channels according to report. Shipment prices, however, have not felt the effect of this and remain at former levels.

Synthetics and Derivatives

Business in synthetics and derivatives dropped to the usual low levels at the turn of the year but reports from both manufacturers and importers are that there has been a definite improvement during the last few days and that signs point to an excellent trade during the next three or four months. It is pointed out that some of the heaviest consuming industries, notably insecticides, are quite dull until February, when preparations begin to be made for coming Summer business. The resumption of buying by these trades, signs of which are already in evidence, seems likely to bring a steady and excellent movement of goods into consumption. The lines utilized have been broadened during the last two years, especially in the insecticide trade, where simple odors of more or less merit have been succeeded by more complex ones of special properties.

It is expected that the coming Summer will see all records broken for consumption of household insecticides and that this will provide a considerable stimulus to trade in this group of products. In addition there has been improvement in many of the other consuming industries which normally buy bulk items so that the trade looks forward with confidence to the movement of goods during the next few months.

There is not much to be said regarding specific items in the list. Business in none has been exceptional and practically all are without material change.

Hearing on Special Brand Soap Code

The National Recovery Administration announced January 8 that a hearing on the proposed supplemental code of fair competition for the non-advertised and special brand toilet soaps manufacturing industry will be held January 25, beginning at 10 a.m., in the Gridiron room of the Willard hotel, Washington, D. C. Charles H. Herty, deputy administrator, will preside.

This proposed supplement to the Soap and Glycerine Code is submitted by the Associated Manufacturers of Non-Advertised and Special Brand Toilet Soaps, claiming to represent 89 per cent of the industry. In it is stated that all provisions of the basic code as approved by the President are incorporated by reference, and that in the event that any of the proposed provisions be found to be inconsistent with a provision of the basic code, the provision of the basic code shall prevail. The principal additions proposed in the supplemental code have to do with administration and trade practices.

Vanilla Bean Importers Organize

Importers of vanilla beans including practically every house engaged in this line of business held an organization meeting in New York, January 16, for the purpose of discussing a trade association and the drafting of a code of fair competition under the N.R.A. It was decided that an organization be formed to be known as the Association of Vanilla Bean Importers & Dealers, and that a code be drafted. A permanent organization will be effected at a future meeting at which time officers of the new organization will be chosen. Pending the adoption of a code, importers entered into a stipulation that *all contracts for vanilla made on and after January 17, 1934, will be for a period not exceeding six months from the date of sale*; and it was decided that such a clause should be embodied in the trade's code.

Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

Tests Used for Control in Manufacture of Curd Soap

ANALYTICAL determinations of the kettle contents during the manufacture of soap are successful to a very small degree. It is, therefore, necessary for the soapmaker to depend more or less upon his ability to test consistency with his fingertips or other tests of a more practical nature. Only recently we were able to report about the methods of a Japanese chemist which determined the condition of the soap by means of a centrifuge.

A sample of the soap is placed into a heated test tube and kept warm in a jacket with a CaCl_2 solution of a temperature of $102-105^\circ \text{C}$. It is then centrifuged at about 2000 r. p. m. After again heating the CaCl_2 solution, the process is repeated for another minute.

This method will determine the following:

- (1) Stability of the nigre in the kettle;
- (2) Yield of soap and nigre;
- (3) Determination of the degree of separation between the soap and nigre;
- (4) Determination of the relative speed of separation between the various phases;
- (5) Determination of two or three end point concentrations in the removal of the salts;
- (6) Determination of the outer soda concentration.

It is further possible, with the aid of this method, to determine analytically: the permanence of clay suspensions in soaps; the rapidity of precipitation in soaps filled with clay; the influence of the factors responsible for this, etc.

This method is, at any rate, more exact for determining practical results than those employed heretofore. *Allgemeine Oel u. Fett Zeitung*, 8/1933.

Methods of Identification of Fats

According to B. Lustig, M. Nabith and K. Wirnitzer the curves of solidification of fats in certain solutions are characteristic. Even minute traces of impurities will deviate the curve. Suitable solutions for this purpose are: butyl alcohol, benzol, tetralin, anilin, propionic acid and acetic acid. A combination of the fat with any of these is melted and solidified three times before it can be utilized for the determination of the curve. *Seifensieder Zeitung* Nr. 33/1933.

Prevention of Rancidity in Soaps

The soap mixture is treated with 0.05-1.0% of aminosulfonic acid or carboxylic acid, i. e. sulfanilic-, naphthionic-, aminobenzoic-acid or of a carbonate salt thereof.

Improved Process in Manufacture of Transparent Soap

NON-TRANSPARENT soaps will solidify from the hot fluid state to a crystal conglomerate, which contains more or less soap in a colloidal dispersed state. Transparent soaps are solid, under-cooled solutions to which alcohol, glycerine, sugar, soda crystals or similar substances have been added in order to prevent crystallization of the mass during the solidification. The filled transparent soaps produced in this manner are allowed to cool slowly and after suitable drying are formed into cakes of suitable form and size by means of a press. Soaps of this kind contain only about 40 per cent of fatty acid, are more or less strongly alkaline and are rapidly spent. On account of their high content of alkali and soda crystals they also irritate the skin. Moreover, these soaps must be stored for a long time and on account of the filler substances added they are very uneconomical in use. The soaps are also disproportionally expensive and this drawback is chiefly due to the inevitable loss of alcohol which occurs during their manufacture.

It is also possible to produce a high percentage transparent soap without the use of filler substances and containing about 73-75 per cent fatty acid, but also in this case large quantities of alcohol are needed, which subsequently must be distilled off whereby losses are inevitable. The soap obtained must be stored for a long time, usually for several months, whereby the cost of manufacture of course is considerably increased.

After thorough and prolonged investigations, a process has now been developed by Henkel & Cie, G.m.b.H., of Dusseldorf (British Patent, No. 392,400) by means of which a clear high percentage milled transparent soap may be obtained without filler substances. The process according to the invention consists essentially in saponifying a suitable batch of fatty matter having a high degree of purity with alkalies also having a high degree of purity in the presence of resin in amounts sufficient to retard the crystallization. Preferably neither electrolytes nor the usual additions of glycerine, alcohol, sugar, soda crystals or the like are used. The hot fluid soap is thereupon suddenly cooled to room temperature in a thin layer and if necessary dried in the air. When drying, however, care must be taken to avoid supersaturation. The glass-clear soap obtained is milled and if desired mixed with scent and other additional substances on cold rollers in a suitable milling or mixing apparatus (broyeuse or Piliermaschine) and is thereupon pressed into a rope-like form in a suitable press or plodder comprising a cooled head and in which the conveying worm of the press is rotated at a much

lower number of revolutions than when common toilet soaps are produced. Finally bars or pieces of the desired size and shape are formed from the string of soap.

The process may be carried out with any desired fatty mixture of the kind hitherto used for producing transparent soaps. In most cases even the use of fats such as coconut oil and palm nut oil or of castor oil (which is particularly well suited for transparent soaps) may be dispensed with.

The process may, for instance, be carried out in the following manner:

A fatty mixture of suitable composition is saponified in the presence of a sufficient amount of resin, preferably without the addition of any electrolytes. The treatment is conducted in such a manner, that a substantially neutral soap is obtained, in which no perceptible quantity of free alkalies is present and which is highly concentrated, so that after complete saponification a soap paste is obtained which contains a calculated amount of about 64-66 per cent of fatty acids and which usually is of a very thick consistency, since diluents are present only in small quantities. The fatty substances and the alkali used should be quite pure, as in the case of the known transparent soaps.

Soaps obtained in the manner described above without the use of known filler substances will normally solidify to a crystalline non-transparent mass. If, however, the hot liquid mass not only is undercooled (for instance in cooling plate machines) but also is suddenly cooled in the form of a thin layer, glass-clear, transparent strips or plates are obtained. The temperature must in this way be very rapidly reduced to room temperature, in order to avoid the formation of crystals at the usual solidification temperature. The crystallization is also retarded through the presence of alkali resins. The sudden cooling is preferably performed on highly cooled rollers.

The soap produced after the method described above is dried if necessary. The drying should be performed in an air current at normal temperature, since crystallization will take place if the mass is heated. The content of moisture or fatty acid in the soap before it is treated in the string press depends upon the composition of the batch of fatty matter used. For normal batches the content of fatty acid should not greatly exceed 70 per cent, since otherwise a super-saturated solid solution is obtained and crystals are formed in spite of the previous sudden cooling. The soap is now fed into a string press having a cooled pressing head. The conveyor screw or worm of this press is run at a speed which is considerably lower than the speed normally used in the manufacture of toilet soaps. If necessary the number of revolutions of the feed screw is reduced to half the normal number. On account of the colloidal structure of the transparent strips the soap is very tough and dense and the press must, therefore, be operated at a speed which is considerably lower than that used in the production of normal milled soap, in order that air entering the press together with the soap mass may have ample time to escape rearwardly. If the press is run at too high a speed, air bubbles will be enclosed in the mass and impair the look of the otherwise homogeneous, transparent soap. From the finished transparent string of soap pieces of the desired

size and shape are formed in known manner by means of a suitable device.

When the soap mass in the form of a thin layer has been suddenly cooled on cold rollers, the mass is simultaneously dried and in some cases the desired degree of dryness is obtained already by this treatment. It will, however, in many cases, be necessary to subject the mass to a subsequent drying treatment, and this treatment must be performed with care, since the mass will turn turbid if said treatment is carried too far. If the soap "rope" leaving the press is turbid, a small amount of water is added to the mass and the latter is once more passed over the cold rollers, whereupon the treatment is continued in the manner described above.

Example 1.—A batch of fatty matter consisting of 61 kg. of tallow, 18 kg. of coconut oil, 11 kg. of castor oil and 10 kg. of resin is after careful purification saponified with 45.8 kg. of purified soda lye of 39° Bé. The transparent, hot, almost neutral soap paste is thereupon applied to cooled rollers in such a manner, that the temperature in the course of few (2-3) seconds is reduced from 90-100° C. to about 20° C. The ribbons or plates are scented, milled once or twice on cold rollers and are thereupon with a fat content of about 71 per cent passed through a slowly operating press or plodder, the head of which is cooled. The string of soap is cut up and pieces of suitable size and shape are formed from the same. The soap obtained is extremely transparent and is immediately in transportable state. When stored the soap will dry without altering its shape. The soap has a final fat content of about 73-75 per cent.

Example 2.—A batch of fatty material consisting of 92 kg. of crude palm oil and 8 kg. of resin is purified, completely saponified with 42.9 kg. of soda lye of 38° Bé and subjected to a further treatment as described above.

The transparent soaps obtained are non-filled, milled toilet soaps of high quality and glass-like transparency. On account of their high percentage of fat, usually amounting to 71-75 per cent, they are very economical in use and are not spent as quickly as the transparent soaps hitherto known. The novel soaps are agreeable to the skin and may be produced at low cost. The advantages of the novel process reside in the shortening of the time required for the production and in the fact that no storing time is needed. The soaps may, therefore, be brought on the market immediately after the same have been manufactured. In contrast thereto, the hitherto known low-percentage transparent soaps have to be stored for a considerable time before the desired high degree of transparency is obtained. The novel soaps may be scented in the same manner as ordinary toilet soaps.—*Perfumery & Essential Oil Record*.

Nutmeg Fat

A. Heiduschka and H. Häbel (*Arch. Pharm.*, 1933, 271, 56-63).—The physical properties of nutmeg fat are recorded. It contains essential oil 2.4, trimyristin 15.9, tripalmitin 5.0, triolein 8.5, free myristic acid 9.0, free palmitic acid 6.2, and unsaponifiable matter 9.4%.—*British Chemical Abstracts*.

Soap Materials Market

Vegetable Oils

Since the first of the new year, demand for vegetable oils has increased and the markets generally have been steady. Crude coconut oil is nominally quoted at 2½c lb., f.o.b. Pacific Coast, and 2¾c lb., f.o.b. New York, in tank cars for the first quarter and fractionally higher for forward deliveries. However, importers are not offering large quantities at prevailing levels.

Crude cottonseed oil advanced early this month to 3½c lb. in the Southeast and is holding firmly at this level. Crude corn oil has also become stronger with producers asking 3½c to 3¾c lb., f.o.b. Midwest Mills.

Sulfur olive oil foots for January/June deliveries is quoted at 5¾c lb., sellers' tanks New York, and 6¼c lb., New York, in cooperage, while denatured olive oil, testing maximum 5¼ F. F. A., for the same deliveries is quoted at 73c to 75c per gallon, f.o.b. New York. Palm oils are holding steady with low acid soft grades quoted at around 3c lb., f.o.b. sellers' tanks New York, and hards fractionally higher.

A. H. HORNER

Tallow

The world of fats began its 1934 career with a feeling of optimism. In contrast to the dull, inactive close of last month, the present month has seen a much livelier movement of tallow and grease. At this writing fats in company with all other items comprising the commodity list have received an added impetus because of the President's statement regarding the revaluation of the dollar. Soap-making fats and oils are still too low in price in proportion to other commodities. This is evidenced by the apparently friendly attitude of the larger soapers. One of the largest soapmakers is reported as just booking another sizable order when approximately 200 tank cars of tallow and grease were purchased January 15 in the Middle West. Bookings of both tallow and grease for Europe and the Continent continue in good volume. Fancy tallow is quoted at 3½c to 3¾c, loose delivered; No. 2 tallow at 27¾c, loose; best quality house grease at New York is 2¾c per pound.

E. H. FREY

Determination of Calcium Soaps in Fats

Bergell (*Allgem. Oel- u. Fett-Ztg.*, 1933, 30, 301—302).—After refluxing 10 g. of fat for a few min. with 200 c.c. of COMe₂, the solution is cooled and decanted through a filter; the residue is re-extracted with 100 c.c. of COMe₂, collected, washed with COMe₂, and treated with acid to liberate the fatty acids, which are extracted with Et₂O and weighed as usual. Loss by dissolution of Ca soap is > 6 mg.—*British Chemical Abstracts*.

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	\$0.03 @	
Edible04¼ @	
Fancy04¾ @	
Grease, white02¾ @	
House02½ @	
Yellow02½ @	
Lard05¼ @	.07

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks ..	.03¾ @	
Corn Oil, 95% T.F.A. tanks03¾ @	
Red Oil, distilled, tanks04¼ @	
Saponified04½ @	
Stearic Acid, single pressed09 @	
Double pressed09½ @	
Triple pressed12¼ @	

Soap Making Oils

Castor No. 1, tanks09½ @	
No. 3, tanks09 @	
Coconut, Ceylon Grade, tanks02½ @	
Cochin grade, tanks03 @	
Manila grade, tanks02¾ @	
Corn, crude, Midwest mill, tanks03¼ @	
Cotton, crude, Southeast, tanks03¾ @	
Refined	Nominal	
Foots, 50% T.F.A.01½ @	
Lard, common No. 1 barrels07 @	
Olive, denatured, max. 5% F.F.A. drums, gal.76 @	.78
Foots, prime, green, barrels06¼ @	
Palm, Lagos, max. 20% F.F.A., drums ..	.03¾ @	
Niger, casks03¾ @	
Palm, kernel, tanks04¼ @	
Peanut, crude, barrels06½ @	
Refined, barrels07½ @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks06 @	
Tallow, acidless, barrels07¼ @	
Whale, Crude No. 1, Coast, tanks04 @	
Refined, barrels06¾ @	.07¾

Glycerine

Chemically pure, drums extra11 @	.12½
Dynamite, drums included10 @	.10½
Saponification, drums06¾ @	
Soap, lye06¼ @	

Rosin

Barrels of 280 pounds

B	\$4.65	K	\$5.40
D	4.75	M	5.50
E	5.00	N	5.55
F	5.10	W.G.	5.65
G	5.15	W.W.	6.05
H	5.20	X	6.10
I	5.25	Wood	4.73

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	1.60
Sulphuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlots, ton	42.00 @	71.00
Cyclohexanol (Hexalin)30 @	
Naphtha, cleaners, tank cars05 @	.05½
Potassium, carbonate, 80@85%07 @	
Hydroxide (Caustic potash) 88@92%07¼ @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76% solid, 100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds80 @	
Sulphate, anhydrous02¼ @	.03
Phosphate, tri-basic02½ @	.03
Zinc oxide05¼ @	

Survey of Retail Trade

(Continued from Page 565)

longer afraid, and while women are having more money to spend now than they had a year ago, I feel that their spending it is due to greater confidence, rather than to the possession of more money to spend."

While, in a lesser degree, the drug stores handling toilet preparations reported much the same as the department stores, there seemed to be less enthusiasm. This is perhaps due, at least in some cases, to the attention given to the sale of the now legal liquors which are prominently featured in their display windows and showcases.

All stores having manufacturers' representatives working in their toilet goods departments have identified them principally by badges, bearing the name of the sales lady, together with the name of the special line she represents and that of the manufacturer. One store, however, displays the trade name of the preparation in large cut-out letters in that portion of the department where the goods are on display and under the glass top of the case the name of the manufacturer's representative.

Birmingham

THE beginning of 1934 finds Birmingham, Ala., in much better condition financially than it has been since 1929. This is not idle talk; there are facts which cannot be denied and the improved condition has been reflected in the sale of toilet goods. Several thousand men have returned to their jobs in the steel plants in the district and the steel companies are booking orders. Only recently a large order was booked for steel to be sent to Brazil.

Although Birmingham is primarily an iron and steel center the improved condition of cotton markets has been another big factor in helping business. In spite of the fact that the wisecrackers have been saying "cotton is not king anymore," cotton is still king. The local wholesale houses say business is far better in the small towns of the state than in Birmingham, thanks to a good cotton market and the ample supply of government money released through the CWA, PWA and other branches of the government.

J. W. Allan, manager of the toilet goods department at Pizitz, says this department has shown a steady increase during recent months and the outlook for 1934 is especially bright, provided things continue as they have been progressing the last few months. This store has an immense volume of business and does more business than any other department store in Birmingham.

"We use company demonstrators quite often and work them into the department in a way that the results obtained by the demonstrator will be reflected into the store in future sales. When they arrive we give them a location near one of the main entrances where they catch the attention of everyone entering the store. The public is informed the demonstrator is something special by a sign on the counter," Mr. Allen said.

Another manager of a prominent drug store, who asked that his name not be mentioned scored price cutting which still exists in Birmingham in spite of efforts made to abolish this practice.

"It is hard to tell anything about the N.R.A. code

here for this reason," he said. "I wouldn't be surprised if there is no other city in the South where price cutting prevails as in Birmingham. It is being carried on by both drug stores and department stores and until it is abolished a legitimate profit cannot be made. However, I do believe the N.R.A. codes have helped business conditions by putting people to work who in turn have money to spend."

W. E. Hardeman, manager of one of the leading Wood drug stores, says things are looking better every day and that women are buying better quality toilet goods and in larger packages. They are buying larger packages because they are more economical than smaller boxes and bottles.

"Our business in this store, located in a section where the better class of people live, is showing a fair increase over last year. We employ no store demonstrators and merchandise a large portion of our toilet goods by displaying it on the tops of show cases, instead of on shelves and inside display cases," he said.

Leon Wise, manager of the Eugene Jacobs store, sees a much brighter 1934 ahead with the first fundamental requirement being hard work and sales ability.

"I think things look better all the way around. Our sales were much better than last year. We employ no demonstrators preferring to merchandise our goods in our own fashion.

"It is hard to say just yet what effect the N.R.A. has had on the sale of toilet goods. Increased salaries of stenographers and women workers has meant they have more money to spend for beauty products. We have noticed that much," he said.

New Orleans

WITH general business conditions in New Orleans at a standstill, a final check-up on retail sales of toilet preparations reveals an improved market for 1933 compared with that of the previous year. Seven leading dealers estimate the increase at from 5 to 10 per cent and credit manufacturers with a major share in bringing the change about. Only one retailer reported a decline, while many others said, "about the same as last year".

William Carter, merchandise manager for D. H. Holmes Co., Ltd., a large department store which has always featured its toilet goods department, remarked that where there is a decided fluctuation there are certain to be causes which, if known and understood, should prove both interesting and beneficial to the business as a whole.

"I attribute this increase," Carter said, "to effective national radio advertising campaigns and to carefully planned merchandising programs dealing with toilet requisites as well as the classes of toilet preparations which must be considered luxury or near-luxury items. The practice of featuring one major manufacturer's line of goods rather than trying to draw attention to a dozen different brands at the same time, has brought good results at this store. Customers attracted to the use of a quality product by display are likely to remember it longer and request more of it than those who are confused in the first place by having to choose from a dozen makes of the same quality."

Two major methods of identifying manufacturers'

representatives were revealed by the survey. Most popular seems to be furnishing the representatives with buttons or tags worn in the lapel in the case of men and in an equally conspicuous place in the case of women. There was some variance in the information contained on the buttons, some using the name of the employee in addition to that of the manufacturer and others omitting the employee's name altogether. Some retailers furnish these buttons on their own account and others depend on the manufacturer for more elaborate labels. The second major plan is in use at Holmes' where representatives are identified by placing the name of the employee and the name of the line they represent on a framed card in the showcase with the merchandise on display. At the present moment, Holmes' is featuring the Elizabeth Arden line in this manner. It is practical in many cases, of course, to employ both systems at the same time.

In discussing the relative demand for foreign brands and domestic manufactured products, the consensus of opinion was clearly that the appeal of the foreign label has remained about the same. French perfumes were found to be holding their own, but other outside lines have not found any larger proportion of sales influenced by the import label.

The NRA and the retail code have increased the pay-rolls of toilet goods departments, but otherwise appear to have had little or no effect on the business. Prices have not been influenced to a degree sufficient to retard sales, and not a single dealer could be found who was not satisfied and who was not in full sympathy with the program. F. C. Crews, of Fiebleman's department store, pointed out, however, that, "other federal agencies such as CWA, PWA and CCC have helped to boost the volume of sales". A number of leading stores are making a specialty of cashing checks issued by these agencies at their cashier's windows, with the result that much of the money released flows into the toilet goods departments.

A spirit of genuine optimism prevails throughout the trade in this vicinity respecting the outlook for 1934. Soundest of the reasons given is the experience of the past year which proved so difficult for competitive lines of goods. The fact that toilet preparations fared better in 1933 than the year before certainly indicates continued pick-up this year. Mrs. M. Fallo, toilet goods buyer for Maison Blanche, large department store, endorses this statement enthusiastically. "The experience of the past year together with the anticipated general pick-up in business, leaves little to be asked", she said. Mr. Carter, of Holmes, gave another reason for his confidence in the immediate future saying, "reputable toilet goods manufacturers are bringing out enough new ideas to increase the public interest in toilet preparations,—we anticipate a growing demand for quality merchandise."

Georgia and Florida

INCREASED sales of toilet preparations of about 35 per cent over the same period last year was indicated in a survey of retail drug and department stores in the "hog and hominy section" of Georgia and Florida. The survey of retail dealers embraced nearly the whole of the South Georgia and North Florida area.

D. W. Plowden, treasurer and general manager of the

Valdosta Drug Co., wholesale druggists of Valdosta, Ga., who aggressively cover a radius of 100 miles of the city and who sell their products to hundreds of retail druggists in Georgia and Florida said:

"Preliminary estimates of our December business indicate that we have had an increase of more than 35 per cent in the sales of our line of toilet preparations. Arriving at a composite statement from all our dealers it is indicated that this increase will be held and that some very fine business is to be expected in 1934. We believe that the retail outlets will be able to arrive at a satisfactory basis under the N. R. A. code that will result in good business for all."

"One of the most positive signs of returning prosperity," continued Mr. Plowden "is the matter of collections. Many of our dealers who have had old accounts on the books have been reducing these unpaid balances for the past three months. At the same time they have been buying more merchandise and paying for it."

The Bennett Drug Co., Valdosta, Ga., one of the largest and best equipped retail stores in South Georgia, records a definite increase in its sales of toilet preparations over the same period a year ago, and its business indicates that the increase will be maintained with additional volume during the new year.

A similar increase was reported by the Cash Drug Store, Valdosta, the proprietor of which said: "We are very optimistic about the future and have enjoyed a wonderful Christmas business."

"We could have sold many more combination sets of toilet preparations, if we had them," said W. W. Ingram, proprietor of the Adams Drug Co., Jasper, Florida. "Our sales in that department exceeded our expectations with combination sets leading in all brands stocked over sales of individual articles."

A manager of a unit of a national chain with New York headquarters said:

"While we do not keep books on departmental sales I know from observation that our toiletries department sales are up. We enjoyed a fine Christmas business and are now in our seasonal after-Christmas drop with the welcome result that our sales are still higher than for the same period last year and that the ratio of sales drop for the period to volume is normal. Our firm was an early N. R. A. signer and store managers were instructed to hire additional clerks and abide by the rules. This resulted in an immediate increase in overhead expenses. We were all surprised in this store when we found that our sales volume rose at the same time to cover the additional expense and have increased each month since. We see direct results from the N. R. A. program and believe that many who find fault with it have not been able to properly adapt their business to its regulations."

Retail drug stores, both individually owned and chain store units in Lake City, Florida, report a substantial increase in sales volume of toilet preparations over last year. A slight increase in all retail sales has been noted for the past three months with volume reaching its highest level during the Christmas shopping period.

C. W. A. projects, road building programs, governmental aid to cotton and tobacco growers, increased employment under N. R. A. were pointed to as important reasons for increased prosperity in this part of the South.

Kentucky

DESPITE the fact that sales in toilet preparations showed no appreciable increase compared with those of last year, druggists and department store managers of Frankfort and central Kentucky struck a keynote of optimism in unanimously declaring that the outlook for 1934 was "extremely encouraging."

"Slight improvement" in their business for 1933 over that of 1932 was noted by a few stores while the majority reported that their sales were "just about the same" as those of last year. Declines ranging from 15 to 30 per cent were registered by a few stores. However, managers of these stores joined in the prediction of a better business outlook for 1934.

The druggists were practically unanimous in their opinion that any benefits derived thus far from the administration of the NRA and retail code in their business had been "negligible" insofar as it had resulted in a business increase. "Helpful" and "beneficial" were some of the terms used to describe the effect of the NRA, but the great majority reported that any increase in sales that could be attributed to the NRA was more than offset by the necessity of increasing salaries of their employees. Repeal of the Eighteenth Amendment and subsequent operations of local distilleries, and increased payrolls resulting from the Civil Works Administration were contributing factors in their optimistic outlook for 1934, the druggists reported.

C. T. Farmer, manager of the W. S. Farmer & Son department store, one of the largest dealers in toilet preparations in Frankfort, summed up the outlook for 1934 in the following terms: "Though sales in toilet goods preparations declined about 30 per cent from those of 1932, recent conditions lead me to the belief that sales in the lower priced lines of toilet goods preparations will show a marked increase for 1934. The outlook, however, for the higher priced lines of perfumes, cosmetics and other toilet preparations is unsatisfactory. The demand for this range of products has been confined for the most part to those possessing substantial incomes or drawing rather high salaries. This class has suffered severe salary cuts, losses from investments, and similar financial setbacks and have been forced to economize. Accordingly they have discontinued their use of the higher priced lines and are using the products in the lower brackets almost exclusively. The NRA did not bring them an increase in salary nor has it affected them as it did the laboring class to whom it meant jobs. This class has always used the lower priced lines and with jobs are now able to buy this line in greater quantities."

This observation was borne out by statements from other toilet preparation department heads who reported sales in the cheaper priced field showed increases whereas the higher priced lines showed a corresponding decrease.

Reports from other cities in Kentucky echoed the optimistic note.

Harlan, in Southeastern Kentucky, reported the best Christmas trade in five years, with the outlook "encouraging" for 1934. From Russell, in Northeastern Kentucky, came the same story. A "marked increase in Christmas business over 1932" with the belief that the buying trend would be continued was reported for Newport, in Northern Kentucky, by Frank Resing, chairman of the Newport Merchants' Association. In South-

ern Kentucky, Columbia reported sales for 1933 "far in excess of 1932 for the Christmas period with prospects brighter than in years." In Western Kentucky, Madisonville reported a 50 per cent increase in the volume of Christmas buying; David Parish, of the Parish Drug Co., declaring "Our Christmas business was 50 per cent ahead of last year. I am very encouraged over prospects for 1934." Mrs. George Kirkwood, of the Kirkwood Drug Co., in the same city, stated "Our Christmas business was nearly double that of last year. Extremely encouraging was the fact that people were buying so-called luxuries, toilet preparations, more freely than for several years. Prospects are exceedingly bright for the new year." Mayfield, another representative Western Kentucky city, reported the best Christmas business since 1929 with prospects "brighter than it has been in years."

Indianapolis

A GRADUAL improvement in sales of toilet preparations during 1933, with a sharp upturn in business in December, and the expectation of continued improvement this year, is the practically unanimous report of Indianapolis department store executives and retail druggists.

"Business in toiletries should be better in 1934," said the general manager of a drug store chain which has a number of stores in Indianapolis and other Indiana cities. "As people have more money they will buy higher priced toilet articles—the woman who has been buying a 25 cent box of face powder will buy a 50 cent box, as soon as she has a little more money."

"The distribution of money through the Civil Works Administration was a big help to retail trade in December and it is going right on. With \$1,500,000 going out in CWA payrolls every week in Indiana, our sales have gone up rapidly."

"CWA has helped but NRA has not been of any benefit to business so far. We have not been able to see that it caused enough additional employment to be of any particular good. It raised the pay of many of those already working, but it actually hurt business for a time because it aroused expectations which it was impossible to satisfy."

Sales of toilet preparations in drug stores in workingmen's residence districts will benefit first from increased employment, declared the manager of another Indianapolis drug chain. Whereas in the boom years the workingman's wife bought most of her toiletries at the department store counter, she has been buying what little she could afford at the neighborhood drug store, during the depression time. With only a little money to spend now, she will continue patronizing the place where she has been accustomed to buying.

"Neither the NRA generally nor the retail code has done us any good," he said. "It increased volume, but not percentage markup, and it has increased our expenses."

"I am sure, though, that as more people get money there will be more business in toilet goods. You can be sure of two things—no matter how hard up a man is, he can always find money for tobacco, and no matter how little money a woman has, she will find a little for cosmetics. So I am expecting a steady increase in our cosmetics sales."

Representatives of toilet goods sections in the larger department stores were particularly optimistic over 1934 prospects. Not only did they base their opinions on the volume of business transacted throughout the holiday season, but on the fact that calls are daily being made for higher-priced lines. While lipstick, perfumes and face powders led the list in customer demand, it was said that all lines of toilet goods have shown a steady increase in sales during the last few months.

Widely advertised lines have found perhaps the greatest favor. Perfumes, many extremely high-priced, have had special promotion through newspaper advertising and special set-ups in the store. An added attraction for the customer were the unusual flasks and containers featured by many of the manufacturers. The combined toilet articles sets for men proved a happy suggestion for feminine shoppers, department store buyers said.

All the department stores were having especially heavy sales of toilet preparations in their January sales.

On the question of identification of manufacturers' representatives, department store executives said that although there has been some suggestion in the code that representatives of manufacturers should be required to wear a pin or badge, the practice here has been simply to display with the exhibit a card bearing the name of the representative and the line represented.

Cincinnati

MANY factors were responsible for the falling off in sales of toilet preparations in Cincinnati during 1933, in comparison with the year previous. However, this should not be taken as an indication that business in this particular will fall to lower levels, because of the slowness with which industrial activity is responding in this area. On the contrary, cosmetic buyers of department stores and proprietors of retail drug store establishments, are anticipating a rise in this business particularly in the sale of merchandise embraced in the lower price brackets and of strictly American production.

Foreign made preparations appear to be slowly losing their popularity in this market. Sales during the past year at the leading department stores of the city that sell Parisian and other foreign preparations showed a larger percentage of loss in comparison with the previous year. In view of the fact, that the foreign made preparations commanded a higher price, it was only natural that the native users in these times of depression resorted to American products at a lower price level. Retail drug store proprietors said that they attributed in no small measure the falling off in sales to the State and Federal taxes imposed on toilet preparations. The State tax, they believe did more damage from a strictly sales point of view because the Ohio State law requires that the 10 per cent tax be shown in the form of a stamp on the article sold and included in the purchase price. On the other hand, the Federal tax of a like amount is assessed but is invisible insofar as the sale of the merchandise is involved. "People naturally resent the payment of sales taxes, but when it is brought to them boldly on a ten cent article as is the case under the requirements of the Ohio State law the affect is much greater," according to Frank Rose, Cincinnati manager of the King Drug Co.

Adoption of the N. R. A. and the retail code did in no way help the sale of toilet preparations in the opinion

of leading druggists. In general, they resulted in an increase in operating costs, which new innovations naturally bring about.

Sales did not increase to offset the expenditure involved by the adoption of the N. R. A. regulations, with virtually ninety per cent of the stores handling toilet preparations here. However, many of them are hopeful that this situation will be clarified during the ensuing year, with more people going back to work daily.

Appearances of manufacturers' representatives in local retail drug establishments and department stores in the past year were rather few. Those, who registered made their stay short and in most places were identified with badges.

Sellers of toilet preparations here said that their sales showed the larger gains when they hooked up with the manufacturers in newspaper campaigns. American made cosmetics are having their inning in this territory.

Milwaukee

DEFINITE improvement in the sale of toilet preparations largely traceable to the CWA and NRA is reported by Milwaukee department and drug stores. For the most part these stores enjoyed better business during 1933 as compared with 1932 with a very definite improvement noted during December of the past year.

The extent to which people have been returned to work is indicated in figures released by the Milwaukee county relief department which on Jan. 1, 1933, had 36,033 cases, of which 30,135 were those of families as compared with 14,234 cases, of which 8,972 were families on Jan. 1, 1934. On Dec. 1, 1933, the department was taking care of 20,020 cases, of which 14,897 were those of families, showing a definite improvement between that date and Jan. 1, 1934.

With a revival in purchasing power has come a demand for better perfume, the survey indicates. Where during December, 1932, people were buying cheap perfumes that appeared expensive, this past December saw them paying three or four times as much for their toilet preparations and demanding quality merchandise. Both the consumer demand and the NRA has had its effect upon the manufacturers of toilet preparations toward producing a better product, buyers report.

Reports show an increasing demand for bulk perfumes and a consequent decline in sale of bottled perfumes, with some buyers of the opinion that the former in time to come will almost completely replace the latter.

Prospects for 1934, for the most part, indicate improved business over 1933. While the drug compliance board for Milwaukee county has been named, it is still functioning as a temporary authority and awaiting definite approval from Washington. The independent retail druggists are not exactly optimistic concerning prospects of operating under the drug code and are dubious as to what the future has to offer unless they can be assured of some kind of price protection.

At present there are a number of complaints ready to be filed against price cutters and the legitimate druggist operating under the NRA is hopeful that as soon as permanent authority has been granted their code council they will be able to rectify these shortcomings.

Minneapolis-St. Paul

TRADER in toilet preparations has shared to an impressive extent in the general improvement in retail business that has been registered in recent weeks in Minneapolis and its trade area. In some larger stores, in fact, the cosmetics and fine soaps department has ranked at or very near the top in the upturn in sales that has accompanied this district's progress toward normal retail activity.

Most merchants agree that sales of toilet goods last year lagged somewhat behind those of 1932, until about September 1. Then a pick-up became evident and its momentum increased gradually during the next three months. Finally came the Christmas shopping season of 1933, and during December the sales of perfumes, cosmetics and toilet preparations ran far ahead of those for the same month of 1932.

The best record thus far reported by any Minneapolis store was that of a large establishment which deals exclusively in high-quality merchandise for women.

"The business of our toilet goods department in the weeks of Christmas buying were 46 per cent above that of the same period a year ago," said its manager. "Perfumes, powders, creams and similar merchandise in demand among well-dressed women ranked among the leaders for our store, all through a brisk run of buying that put the sales volume of each department well ahead of 1932."

One of the two largest department stores in Minneapolis announced a gain of 26 per cent in the volume of its toilet goods business in the four weeks preceding Christmas. "Our management is distinctly pleased with the showing made at our toilet accessory counters," said the department head. "My opinion is that this department made as good a showing, relatively, as any other in the store, with perhaps one or two exceptions."

All sales of Christmas merchandise by downtown stores in Minneapolis and St. Paul showed an increase in dollar volume of nearly 25 per cent for 1933 as against 1932, a ratio slightly greater than the estimate for the entire country. A consensus of representative merchants is that the gain for toilet preparations will average slightly more than that figure for the various stores.

The outlook for 1934 is "highly favorable" and definitely brighter than was the case in January of either 1932 or 1933 in the Twin Cities. On this point, retailers and wholesalers are in agreement all along the line. They point to a number of measuring sticks that show a steady increase in public buying power, with the employment provided through the Government's recovery program as a definitely helpful factor.

Opinions vary somewhat as to the effects of the NRA and the retail code on toilet goods business in the Minneapolis area. In the case of local manufacturers of most lines of the preparations, the result has been a perceptible stepping up of production costs. The same thing is true, generally speaking, in respect to operating costs in the toilet preparations departments of department stores. Both merchants and manufacturers, however, have managed thus far to get along without raising price levels, either wholesale or retail, very much.

That the advances have not been so sweeping as to put any real damper on over-the-counter sales from day

to day is apparent to anyone who scrutinizes the sales records in the Twin Cities, particularly during the Christmas rush, for the past three months as compared with the final quarter of 1932.

While payrolls have required payment of higher wages to larger staffs of workers in both factories and stores, this extra burden on the manufacturers and retailers has been more than offset, the figures show, by the greater ability and eagerness to buy that the consuming public is displaying, at least in this part of the country. Summing up the situation, an observer finds that all branches of the toilet goods industry hereabouts are quite well satisfied as to volume of business in 1933 and highly optimistic as to prospects for 1934.

Des Moines

MONEY from CWA coffers and promise of funds from the Iowa corn loans—and what was first feared would be the most lethargic year of cosmetic buying in Des Moines, Iowa, ended in a glorious wave of holiday buying. With the best holiday business the stores have had for several years, a survey among cosmetic retailers in department stores, chains, and drug stores found the buyers optimistic regarding business conditions for the next few months.

With new money already making itself felt, there is a steady acceleration to buying moods, the retailers believe. Women who have clung to their favorite treatment lines throughout the darkest days feel with the new confidence they can go a step further in buying more items in the lines or indulge in the economy of larger packages at a time.

Down the line, there is a vast number of women who have used no cosmetics whatsoever in the past few years, who can be gradually brought back into the fold with the lower priced cosmetics.

Retailers are making their plans and changing their departments to meet the new requirements of their clientele.

A chain store which has always catered to the farmer and working man sees the coming of a new class of toilet goods buyers—those who bought spasmodically or nothing at all in the past few years, and who now can see a few pennies ahead of themselves for small luxuries. The manager is changing his department to consist almost entirely of ten cent and other syndicate lines, to meet the new type of "impulse buying."

The department store in Des Moines, which with its fourteen manufacturer's representatives has almost solid control of the treatment lines, found business started its upward swing the latter part of Summer, and grew steadily until the holiday business by far eclipsed that of 1932. The buyer of this department has devised a neat and yet inconspicuous method of introducing his girls who are representing the manufacturers without making the implication too obvious. Small silver and blue cards are placed on the trim of that line announcing that Miss Blank is "consultant" for the "This and That" line.

In no instance was there any evidence that increased overhead caused by the NRA had not brought with it sufficient business to justify itself.

In only one type of retailer of cosmetics was the improvement less marked, the hotel drug store catering

to transient trade. New money in circulation has not affected the travelling public sufficiently to aid their business, yet the druggist retailers were for the most part optimistic that the general upturn in business would eventually hit their departments too.

Significant because of the frequency in which it is mentioned is the fact that combination packages and deals got no play during the holiday business and the dealers are revising their stock by breaking up the packages into unit items.

Kansas City

BRIGHT hopes for 1934 business is the general opinion held by leaders of toilet preparations departments of the drug and department stores in the heart of America. Sales in 1933 were so much higher than in 1932 and the increase was so noticeably a steady gain, that better business is bound to continue, is the belief.

Particularly optimistic was the report of Miss G. Hinton, of the John Taylor Dry Goods Co., one of the leading department stores of Kansas City.

"During the Summer months of 1933 there was an extremely quiet period, but this was followed by a splendid increase in the Fall that gave us a far better holiday trade," Miss Hinton said. "This meant our business was much better than in 1932. Gains of almost 40 per cent in the holiday trade gave us great hope of continual increase on into 1934."

Miss Hinton's store has taken advantage of every opportunity to increase sales, but does not attribute the increase to any direct phase of the N.R.A. code. Customers have not shown any cognizance of the code, Miss Hinton said. Frankly, she stated, the tie-up with manufacturers has been helpful to their general business.

"We have increased our sales, our customers have received helpful information and our clerks have been aided by the manufacturers' representatives," Miss Hinton said. "We give them a prominent position in our department, place their merchandise around them with an identifying card, decorate a window and run special advertisements. Our customers like this plan, they like something new; and this certainly has been a wonderful help."

One of the leading chain drug stores, with neighborhood stores exclusively, has an optimistic toilet goods buyer who is hopeful.

"Our business was considerably better in 1933 and shows such a steady gain that we may hold much hope for its continuation into the future," she said. However, one guess is as good as another as to how 1934 will compare with the past. We are members of the N.R.A., of course, but I cannot say whether it has helped the toilet goods departments although it has helped business generally."

"Trade and general conditions are a great deal better now than in the past two years," Miss Pauline Lewis, head of the toilet goods department of the Geo. B. Peck Dry Goods Co., said. "The last six months of 1933 showed gains that indicate great possibilities for 1934." Like others interviewed, Miss Lewis was unable to give any exact information that the N.R.A. code has had any direct benefit for the trade betterment in the toilet goods line, other than the fact that indications are that it has helped to get more money in circulation. Manu-

facturers' representatives have been of much assistance to her department, Miss Lewis stated. "We always give them special attention and they are a great help to us," she said. "We arrange special displays and special advertising, and noticeable gains in business result."

Omaha

THE coming year will see an increase in sales in the cosmetic departments of the leading Omaha stores if December, 1933, can be taken as a criterion. During this month the sales increased over the preceding year and it is hoped the gain is going to continue through the new year, according to the department heads. However, they add, it is really too early in the year to give a definite prediction as to what the year 1934 will tally in this line of merchandise. By the end of January when the figures for that month are computed a truer prediction can be given.

Although the last month of 1933 showed a noticeable gain in the sales, the other 11 months of year were below corresponding periods of 1932, the managers state. Sales of cosmetics, soaps and perfumes fell off during the year as the family budget was made to stretch over the necessities of life and the luxury of facial beauty was set aside in many instances. During the month of December, it is pointed out, many Christmas savings accounts matured and managers believe that much of this money was spent for the long neglected cosmetic needs. With the coming of January and the need to return to the usual family budget the sales may again slump.

The N. R. A. and the retail code does not seem to have appreciably increased business, according to one leader in the field. It has, however, increased the number of workers in the department and increased the number of days of lost time of the various salespeople in the stores. In this large department store the cosmetic department is stacking up four days a week of lost time as the girls behind the counter take that much leisure during the six day week.

Competition in this field is very active in Omaha with the small dealer feeling a little grieved with the dropping of price figures on much of the merchandise. Large stores, they claim, can buy in great quantities at a lower buying price and thus can afford to sell at the lower prices that manufacturers are demanding they quote. The smaller buyer finds himself paying higher prices for his stocks and having to meet this competition of lower sales prices.

Factory representatives working in the departments of this city are designated by signs of various sorts announcing their names and the products they are demonstrating. One of the smaller, more exclusive stores states that very little of this type of selling is done in their department and small cards are placed in a conspicuous place when such is the case. In the larger stores booths are often erected or entire squares turned over to such demonstrators. When such is the case large signs state the product, manufacturer and demonstrator.

Salt Lake City

SALES of toilet preparations in Salt Lake City were better than in the previous year. The trend was definitely toward better grades of merchandise, plus an increase in the number of sales.

Nearly everyone was agreed that the depression was on the run, and with hardly an exception he predicted substantially larger gains in 1934 over 1933. There is every reason to believe that this faith is based on something more substantial than desire, or unthinking optimism. Utah is the largest silver producing state in the Union, and the Federal Government's recent action on the white metal is already proving a stimulus to metal mining in the state. Utah has a new lead refining industry. The N. R. A. is benefiting her coal mines, a major (shipping) industry that had become very sick through price-cutting, etc. These are some of the high spots of the industrial trend of the state.

As far as the toilet goods business is concerned, the N. R. A. has not aided much. Some say it has merely added to the cost of doing business by increasing wages. The department stores belong to the Utah State Retailers' Association, an organization recently formed to function under the Utah Recovery Act and embracing many retail lines; but just what direct effect this has had on the toilet goods business it would be hard to say.

Schramm-Johnson Drugs reported business in 1933 the same as in 1932 until December was reached. Then came an increase of 10 per cent. This company does a large toilet goods business. The outlook for 1934 was described as "very good." The N. R. A. had not affected business apparently except to increase wages. When the company uses clerks of manufacturers a card is displayed on the counter setting forth the fact and giving names.

Samuel Ashby, manager of toilet goods department, the Paris Co., said: "Business was quite a bit better in 1933. The better lines are selling. Higher priced perfumes are in demand again. Price is not entering into the treatment lines so much, but it still has an effect on staples. Business began to improve beginning with August. Outlook for 1934 is good. I expect a substantial gain. We are on upward trend now instead of downward." Mr. Ashby said they don't identify manufacturers' representatives. They have no clerks paid by manufacturers only.

P. A. Tadge, manager of toilet department of Auerbach Co. and Broadway Drug Co., under same ownership, said: "Business was at least 10 per cent better in 1933. Outlook for 1934 is good. The N. R. A. has done good to some extent, no doubt. The trend is toward better merchandise. This was especially noticeable at Christmas. We identify manufacturers' representatives with a 10 by 18 card placed on the counter."

Mr. Riter, manager of toilet goods department of Z. C. M. I., said: "In 1933 sales were slightly better. The present outlook is brighter than for 1933. Nothing phenomenal is likely, as I see it, but I am looking for a gradual increase. However, it may be that after the first half of the year the gain will be considerable. We can't judge as to N. R. A. It has, however, raised wages. We do not have manufacturers' representatives."

The Owl Drug Co. reported business in 1933 as much the same as 1932, was unwilling to predict as to the volume in 1934, said N. R. A. had not done much, apparently, for the business except raise wages, and concluded by saying they did not have any manufacturers' representatives.

Pacific Northwest

WELL-FOUNDED hope for perfume progress and prosperity in the Puget Sound region and the entire Pacific Northwest looms with the opening of the New Year, as the aftermath to one of the greatest perfume, cosmetic and toilet preparations Christmases enjoyed in several years.

Widespread feeling of optimism and courage is in the atmosphere of leading department and drug stores of Seattle and vicinity where the managers of toiletries sections base their outlook for genuine recovery on the attitude and spirit of customers and the public funds money placed in circulation.

Statistically, the general trend of perfume and cosmetic and toilet preparation sales, flowing through these stores during the past year shows a remarkable adherence to a *ten per cent* level of increase above such business in 1932, but a wonderful spurt in December placed the month and the Christmas volume about 25 per cent higher.

The CWA, rather than the NRA and the new retail code, is given major credit for this December performance. Much will depend, however, it is felt, on the continued expenditure of public money and the Federal program for continued improvement, though a good start has been made by the nine weeks' work at decent wages provided here as elsewhere.

Quite general among the leading stores was the trend of cosmetic toilet preparation sales which overshadowed perfume during the year in this region. But in December perfume sales came into their own, with perfume in greater demand for Christmas gifts.

Of particular interest to manufacturers distributing a large quantity of their products through the Pacific Northwest region is the marked upturn in general business felt late in the year,—believed entirely due to the NRA. An increase of 81 per cent in payroll volume alone in the basic industries of the state placed considerable additional funds in circulation. Payroll total for the ten months ending October 31 amounted to \$104,-836,000. From a January-February aggregate of \$15,-763,000, the figures steadily climbed until the September-October aggregate was almost double this figure, or \$27,611,000, gains being unspotted and general all along the line.

Much importance has been attached throughout the year to the "personal appearances" of representatives of national manufacturers of beauty products. These visits have been well advertised locally and the presence of the beauty culturist adequately stressed.

To Stage Show in Atlanta

Advance styles in hairdressing and beauty methods will feature a beauty show and exposition to be held in Atlanta, Ga., by the owners and operators of beauty parlors in Georgia, Florida, Alabama, Tennessee and North and South Carolina, in March. Arrangements for the show are being completed by J. M. Kline, of Savannah, Ga., and it will be the first show of its kind ever held in Atlanta. The exposition is being brought to that city by the Atlanta Convention and Tourist Bureau and the Biltmore hotel, where the sessions will be held.

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